4/10/87 C5150-5

NEWSPAPER

Pizza delivery boom luring new players

Focus cover story/Page F2

Tastings Californi

New York Metr

ging ldset

age 34

** 90814 MD)
BETHESDA
4520 EAST-WEST HIGHWAY
CONGRESSIONAL INFO. SERV 180
MS. JEANNE LONG
NR
0006315C

3

Nation's
Restaurant News®

NATION'S RESTAURANT NEWS 20 1957-1987

The Weekly Newspaper of the Food-Service Industry

Vol. 21, No. 15 | Published every Monday by Lebhar-Friedman Inc.; $2 a copy, $21.50 a year | April 6, 1987

Tax rule fails to curb expense-account meals

By Joe Edwards with bureau reports

Despite doom-and-gloom predictions, the new 80-percent limit on business meal deductions has not delivered a knockout punch to food service, according to restaurateurs with mostly expense-account clientele.

Many restaurant owners, however, said they anticipate problems at the end of the year, when corporations finally wake up to the fact that business meals are no longer 100 percent deductible and order cutbacks in expense-account spending.

"I think that after they hear from their accountants at tax time that some of this stuff just isn't deductible, you'll start getting some rethinking on [meal] spending," declared Nick Peyton, manager of The Squire, a French restaurant in the Fairmont Hotel in San Francisco.

Paul Sherman, a manager at Michael's in Santa Monica, Calif., where about 70 percent of the customers are on expense accounts, also said he expects a delayed reaction. Meanwhile, sales at the posh restaurant, where movie stars and business people drop $60 each for lunch, were "very good" in the January-to-March period.

Roland Gotti, co-owner of Ernie's in San Francisco, where expense-account meals account for 60 percent of total business, said it would be a few more months before restaurateurs know how big a bite, if any, the new tax law

*(See **TAX**, page 83)*

Taco Bell jumps on fajita bandwagon

Soft steak taco is first phase of plan to boost per-store sales

By Richard Martin

IRVINE, Calif. — Taking a belated fling with fajitas, Taco Bell is rolling out a new steak fajitas soft taco—the first phase of its "Project 300" plan to boost per-store sales by annual $100,000 increments through 1989.

The fajitas taco—consisting of grilled steak, onions, *pico de gallo*, salsa, lettuce, and shredded cheese folded into a steamed flour tortilla—is priced at around $1.59 and is teamed with optional 20-cent portions of either guacamole or sour cream.

The item has been selling well for six weeks in 26 units in Nashville, Tenn., and Jacksonville, Fla., operators in those cities said.

They said Taco Bell could launch the fajitas product systemwide by the middle of May.

Taco Bell Strategy

Units
Now: 2,500
1990 Goal: 4,000

Sales per Unit
Now: $550,000
1990 Goal: Over $800,000

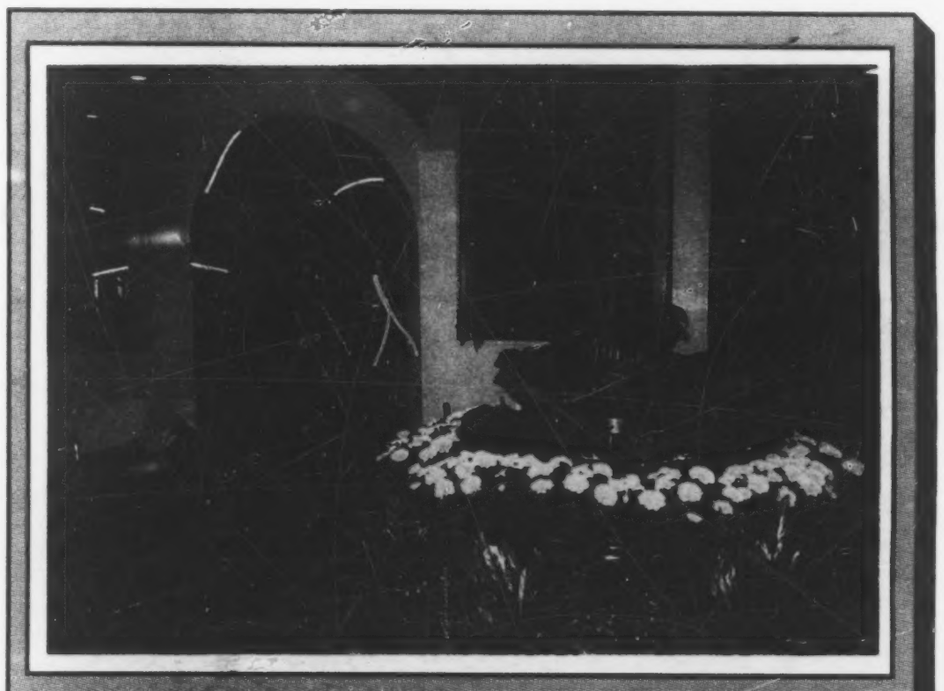
New Product Plans
1987: steak fajitas
1988: chicken fajitas
1989: breakfast

Meanwhile, a slick new slice-of-life television commercial blitz, themed "Hello, Taco Bell," continues the chain's effort to gain acceptance as a mainstream fast-food alternative.

The 2,500-store fast-Mexican subsidiary of PepsiCo has coupled its network-television marketing drive with a new systemwide "be-yourself" hiring and training strategy. The new strategy is designed to purge "robotic" banter from counter workers' interactions when dealing with Taco Bell customers.

The friendliness-oriented "Hello Hospitality" program and the "mainstreaming" television spots are geared to position Taco Bell for its ambitious Project 300 slate of menu en-

*(See **TACO BELL**, page 83)*



The Cafe Acapulco dining room in Fort Worth, Texas.

Cafe Acapulco joins Mexican food fight

By Ken Frydman

FORT WORTH, Texas — The last thing the Dallas-Forth Worth area seemed to need was another Mexican restaurant when Cafe Acapulco opened its doors last October.

At the time eight to 10 full-service independent and chain Mexican operations were already operating in a 10-mile radius of Cafe Acapulco's 4001 Green Oaks site. In fact, one of Cafe Acapulco's fringe competitors was the 1½-year-old original Cafe Acapulco, located 16 miles east in Arlington—a city with 10 to 12 Mexican restaurants of its own.

But the first and second Cafe Acapulcos have defied the numbers to grab a substantial piece of the region's Mexican dining-out business.

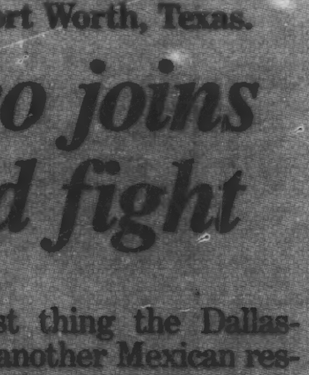
"A lot of people thought we were crazy to open two more Mexican restaurants in this area, but we thought the market was big enough," said Acapulco Cafes' co-owner, Ali Adibi.

Carol Shelton, office manager of the Fort Worth Cafe Acapulco, agreed. "There's more than enough business to go around here," she said. "People in Arlington, Fort Worth, and Dallas like to eat Mexican food out as much as people in other cities."

Proving Shelton and Adibi right, the people of Arlington ate and drank

*(See **CAFE**, page 87)*

Adibi



Haddad

FOOD WATCH

Operators honor Passover

The Passover *seder*, a ceremonial meal commemorating the Jewish exodus from Egypt, is becoming something of a tradition at restaurants around the country.

Wolfgang Puck and Barbara Lazaroff will close Spago in West Hollywood on April 13—the first day of Passover—to hold their third annual seder. Although Puck has not yet developed his entire seder menu, a few dishes are certain to appear. Instead of the traditional gefilte fish and chopped liver, though, Puck will serve fish mousseline and foie gras in red wine. He will also make his own matzo and "infamous" chicken soup. Proceeds from the $75-per-person dinner will go to a Jewish charity.

Capsouto Freres in New York will donate the $50-per-person proceeds of their two seders to the Turkish synagogue bombed by terrorists last year. The kosher dinners will include leek and potato frittata, artichoke hearts, braised fish, baked string beans, matzo and spinach baked in alternating layers, quince gelatin, and almond cookies.

New York's Tavern on the Green $75-per-person seder will feature gefilte fish, chicken consomme with matzo balls, rack of veal, salmon with chutney, roast capon with walnuts and grapes, and roast rack of lamb. —**Paul Frumkin**

Additional food news on page 10

Roma rolls rib delivery in 30 units

By Rick Van Warner

DALLAS — After curing initial operational headaches, Roma Corp. has muscled into the lucrative home delivery market with Tony Roma's ribs and chicken.

The 72-unit, full-service chain now delivers from 30 company and franchised restaurants located mostly in warm-weather regions.

Combined with take-out, delivery accounts for up to 25 percent of sales in some stores.

"It's been a lot of extra-dollar volume and profit," said Roma vice president of marketing William Eskew. "We're picking up people who would like to eat chicken and ribs on a convenience occasion but wouldn't go

*(See **TONY**, page 87)*

Straw Hat's franchisees will solo by a coop plan

Marriott settles, puts $3.5M in kitty

By Alan Liddle

SAN FRANCISCO — Straw Hat Pizza franchisees will operate and expand the 102-unit chain themselves through a cooperative they formed recently after reaching a $3.5 million settlement with Marriott Corp., the group's lawyer said.

Attorney Timothy Fine said Marriott, after three months of negotiations, had agreed to contribute $3.5 million to the new Straw Hat Cooperative Corp. That is $2.5 million more than the foodservice and lodging giant initially offered the franchisees in January.

In exchange for the money, the franchisees agreed not to pursue litigation based on contentions they had been treated shabbily in recent years by the chain's owner, Saga Corp., which Marriott Corp. had bought last summer.

As part of the settlement, Marriott assigned to the cooperative all of the Straw Hat trademarks, copyrights, trade secrets, building plans, advertising and promotional materials, and operations and training manuals.

Marriott set a precedent for funding newly formed cooperatives resulting from the sale of its properties a few years back when it gave $1 million to an advertising cooperative established by Howard Johnson's franchisees.

Members of the new Straw Hat Cooperative met March 21 and 22 in Los Angeles to approve by-laws and elect a board of directors. The chairman of the board, Art Fletcher, who owns four Straw Hats in Southern California, said the group hired Jack Wood to be its president and chief executive officer.

Wood was chosen to run the new Straw Hat Pizza Palace chain created in 1970 when Saga merged two then-recent acquisitions: Straw Hat Pizza and Pizza Palace. He left Saga to become a Straw Hat franchisee in 1976 and opened three restaurants in nine years before selling them back to the company in 1985.

The cooperative, Fletcher said, will

*(See **STRAW**, page 87)*

A Straw Hat pizza unit. Expansion is planned by a newly formed cooperative.

Pillsbury to roll BK-Godfather's-Häagen Dazs casino combo

LAS VEGAS, Nev. — Looking to capture the fast-food dollar regardless of where consumers turn, Pillsbury Co. is stringing Burger King, Godfather's, and Häagen-Dazs units together under one roof.

One outlet from each of the Pillsbury-owned quick-service chains will open in May to form a 230-seat food court in Del E. Webb's Mint casino-hotel here. The dining complex will be called the King's Court.

"It's the thing of the future for fast food, for hotels, and for casinos in particular, especially here in Las Vegas," said Thomas McDonald, who, with partner Dennis Hitzeman, holds franchises to the three Pillsbury concepts.

"Once we do this, a lot of other casinos are also going to do it," McDonald said.

A search for another common site for Pillsbury concepts is under way in the Midwest, a Burger King spokeswoman said. The hunt has not yet been narrowed to shopping malls or other specific types of host sites, she added.

Pillsbury is also the parent of the Quick Wok fast-food chain and the Steak and Ale, Bennigan's, and Bay Street dinnerhouse groups.

The Burger King outlet under construction in the Mint will be the 4,700-unit hamburger chain's second outlet in a hotel. A store was opened years ago in the Riviera, a casino-hotel also located here.

The King's Court's Burger King, Godfather's Pizza, and Häagen-Dazs ice cream outlets will provide room service and poolside delivery.

"We are spending over ninety thousand dollars just on signs," said McDonald. "A regular Burger King sign would get lost in Las Vegas, so we're putting up signs that flash for the three units."

"All three concepts will be mentioned together in our advertising," he added.

McDonald commented that "Pillsbury really wanted this to happen, so the people from Burger King, Godfather's, and Häagen-Dazs were very cooperative."

Several casino-hotels here and in Atlantic City, N.J., use food courts. Gaming executives reason that the courts' array of dining choices keeps a broad spectrum of gamblers from straying outside the casinos at lunch and dinner.

As part of an effort to build more units in unconventional high-traffic sites, Burger King has long sought to open additional units in hotels.

The 650-unit Godfather's chain is based in Omaha, Neb. Häagen-Dazs, with 340 stores, is headquartered in Englewood Cliffs, N.J.

LATE NEWS DIGEST

Morrison to buy Custom

MOBILE, Ala. — Morrison Inc., the diversified food-service company based here, said it has agreed to buy contract-feeder Custom Management Corp. of Kingston, Pa., for an undisclosed amount. The acquisition will increase the number of food-service management contracts held by Morrison to about 730. Morrison also operates some 150 cafeterias and 55 dinnerhouses.

Spillman makes Pizza move

DALLAS — Moving to thwart Pantera's Corp.'s acquisition of Pizza Inn, a group led by Pizza Inn chairman F.J. Stillman said it has secured the financing needed to consummate a purchase of the 720-unit pizza chain for $12.50 per share. Pizza Inn Acquiring Corp. argued that its cash offer will be more beneficial to Pizza Inn shareholders than Pantera's already accepted $45 million cash-and-stock-swap bid.

Feds vow wage-hike fight

WASHINGTON — In a victory for food-service employers, Reagan Administration officials said they will oppose mounting Congressional pressure to raise the Federal minimum wage this year. The National Restaurant Association has warned that such increases would force many restaurants to close.

Uncle Tai to open Fla. unit

BOCA RATON, Fla. — Wen Dah ("Uncle") Tai, the Hunan master chef well-known for his Uncle Thai's restaurants in New York, Houston and Dallas, is opening an outlet at the Crocker Center here. The white tablecloth restaurant will feature spicy stir-fried Chinese fare. Tai will be assisted in operating the restaurant by his four sons.

11.8 **WALL STREET UPDATE**

Index sets record

NEW YORK — The *Nation's Restaurant News* Stock Index rose 11.8 points in the week ended March 27 and closed at a record 209.0. Price change losers beat the winners, though, by about 8 to 7.

(Story, charts on pages 88-89)

Calny spurns PepsiCo bid

SAN MATEO, Calif. — Calny Inc., the 143-unit Taco Bell franchisee, has rejected as "inadequate" an unsolicited buy out offer of $11.50 a share from Taco Bell parent PepsiCo. Calny's stock was trading at $12 per share at the time of the offer.

DQ mounts urban drive

MINNEAPOLIS — Dairy Queen, the 4,900-unit soft-serve ice cream chain, said it plans to expand into major urban markets by granting territorial franchises for 150 new stores. New markets added in 1986 included Washington, D.C.; Milwaukee, Wis.; Nashville, Tenn.; Sacramento, Calif.; and Louisville, Ky.

Arby's rolls salads

ATLANTA — Arby's, the 1,685-unit fast-food sandwich chain, is rolling out three prepackaged salads similar to the ones being added by McDonald's and tested by Burger King. Arby's said its the new to-go products—garden salad, shrimp salad and chef's salad—will later be offered in smaller sizes to promote sales of sandwich-and-salad combinations.

Compiled from staff and wire reports

INSIDE THIS ISSUE

Customers indicate a preference for burgers that are broiled rather than fried, according to a survey by the Gallup Organization. *Page 20.*

Augusta's, a Berkeley, Calif., restaurant that first gained notoriety for serving esoteric dishes, such as turkey testicles, has urged its workers to sign a union contract, and owner Bonnie Hughes has won grudging admiration among local restaurateurs for sticking to her liberal convictions. *Page F4.*

For restaurateurs, the rash of nonwage employee benefit bills under study on Capitol Hill is quite troublesome, with issues from parental leave to "plant closings" being examined. *Page F18.*

Washington, D.C.'s Willard Room is a popular meeting spot for the country's heaviest hitters, who tend toward quality spirits consumed in moderation. *Page F18.*

Cajun cuisine forms the crux of a new lunch-only concept—The Pacific Street Grill—in the heart of Dallas' business district. *Page 60.*

Robert Coulson is out to prove the Philadelphia cheesesteak sandwich is the next national fast-food niche. *Page 67.*

Index

Columns

Beer, Wine & Spirits F18
Currents in Cuisine 10
Dateline Washington F18
Editor's Corner 9
Equipment Corner 34
New York Metro Report 31
On Marketing 15
Purchasing & Commodities 64
Reporters' Journal 9
West Coast Report F4

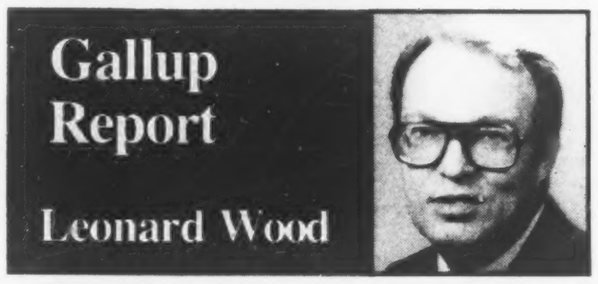
Features

Advertising & Promotions 15
Classified 77-82
Financial News 88-90
F.I.R.S.T. Instructions 20
Food Trends 10
Opinion 9
Pictures in the News F18
Product News 68, 72

Yuppies more likely to eat out than other adults

Exclusive to NRN

The media recently have focused on a population segment called yuppies—young adults who are devoted to their careers and have specific and unique tastes and habits. To determine how the group affects the restaurant industry,



Gallup analyzed the eating-out behavior of unmarried adults age 18 to 34.

Throughout 1986 we asked adults, "Thinking about yesterday, did you eat out at a restaurant?" The incidence of eating out yesterday in 1986 was higher among young (age 18 to 34), unmarried adults than among the total adult population. About half of young singles (48 percent) ate out on any given 1986 day, but only about one-third (36 percent) of all adults did so.

Not only are young singles more likely than adults in general to have eaten out yesterday, but also they tend to be more frequent diners. About eight in 10 of all adults say they usually eat out at least once a week, but more than nine in 10 young singles frequent a restaurant with such regularity. In fact, a majority of young singles (58 percent) eat out two to five times a week. Seventeen percent of all adults say they usually do not eat out, but only about one-third of that proportion (6 percent) in the young, single population make the same assertion.

The profile of the young, single diner differs somewhat from that of the general adult restaurant goer.

For example, in the total adult population, restaurant patrons are nearly evenly distributed among men (52 percent) and women (48 percent), but young, unmarried diners are disproportionately male (58 percent).

Compared with the adult dining population in general, we can see a greater proportion of minority diners in the young, single restaurant-going public.

Single young diners are somewhat better educated than the total adult dining population. In comparison with adult diners, a greater proportion of young, single diners have graduated from high school, and a smaller segment of the young unmarrieds have incomplete secondary schooling.

Despite their better education, young single diners have not acquired the relative affluence of the adult diners. Nearly four in 10 of adult restaurant goers have annual household incomes of $30,000 or more, but only 26 percent of young, single diners are that well off. Whereas only 18 percent of all adult diners earn under $15,000, nearly three in 10 young, single diners place themselves in the lowest income bracket.

Compared with all female restaurant goers, women patrons who are young and single are disproportionately likely to be employed outside the home.

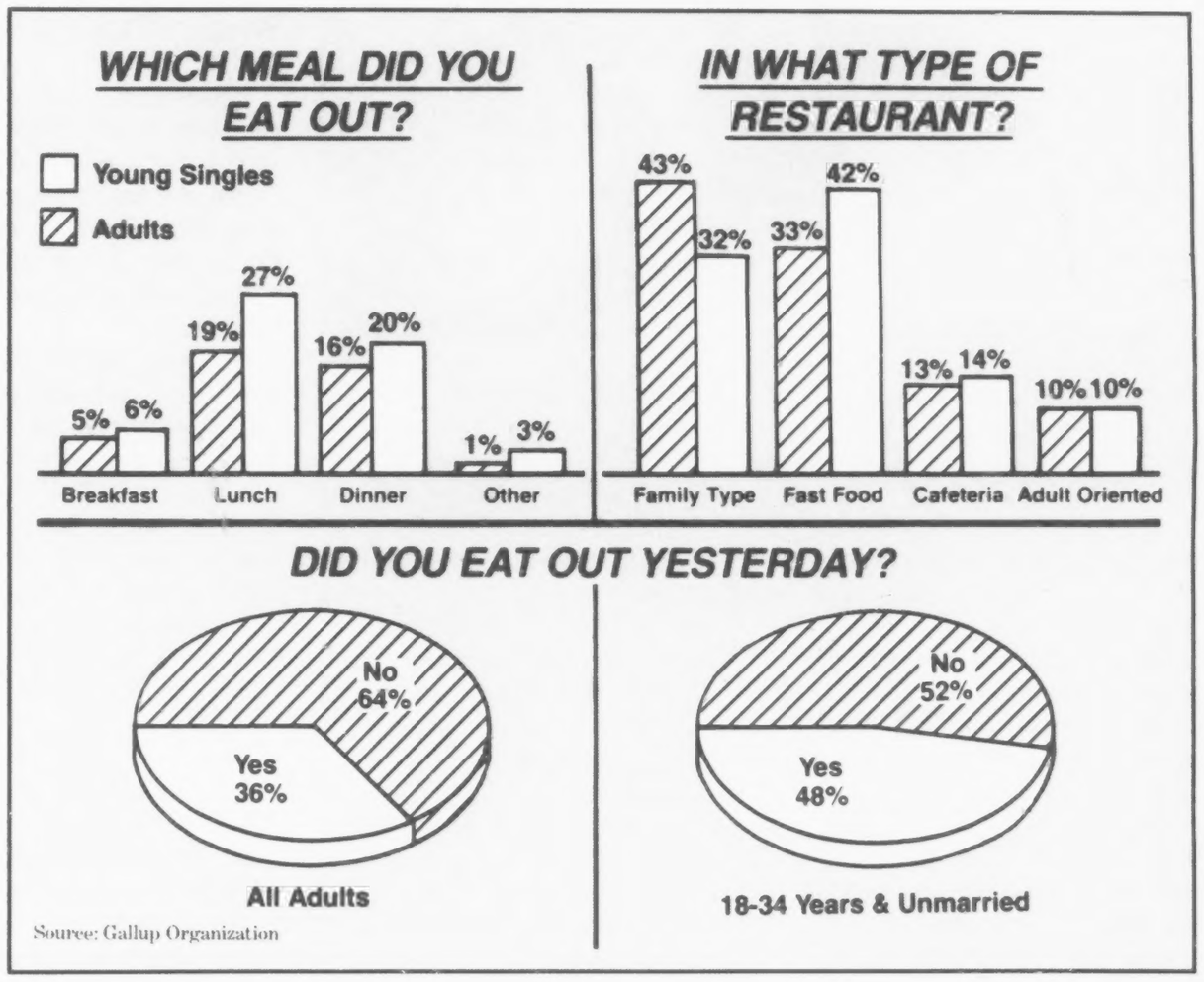
In addition to their different demographic profile, unmarried diners also exhibit different dining habits and preferences from those of the restaurant-going public as a whole.

While young singles were about as likely as all adults to have eaten breakfast or dinner away from home yesterday in 1986, young unmarrieds were more likely (27 percent) than adults in general (19 percent) to have eaten lunch out.

Among all adults, more than four in 10 meals in 1986 were eaten in a family-type restaurant, and about one-third were consumed in a fast-food place. But among young singles the proportions were reversed, with a fast-food establishment being the location for four in 10 meals (42 percent) and a family-style restaurant the site for one-third of meals (32 percent).

So, in contrast to the luxury-loving image often attributed to young singles are the data reflecting their dining habits. While it is true that unmarried young adults are more inclined than others to eat and they like to do so frequently, the meal is more likely to be a fast-food lunch taken on the run than a leisurely dinner at an elegant white-tablecloth restaurant.

Leonard Wood is vice chairman of the Gallup Organization in Princeton, N.J. The data are based on phone surveys of American adults. The column is published in Nation's Restaurant News *by exclusive arrangement.*



Source: Gallup Organization

General Mills shifts restaurant execs, mulls layoffs

By Don Jeffrey

ORLANDO, Fla. — In a move to cut administrative costs and spur expansion, General Mills is reorganizing its restaurant division, shifting two top executives into new positions, and planning possible layoffs.

"Under our new structure our best talent will be consolidated and available to all our concepts," Joe R. Lee, president of the division, said in a prepared statement. "Not only will this mean increases in administrative cost efficiencies, but it will benefit every company within our organization."

Spokeswoman Anne Powell said additional changes, including promotions and some job losses, would be announced by the end of April. She declined to elaborate on the nature of the expected layoffs but said the company was "trying very hard to keep that to a minimum."

William E. Hattaway, who has headed Red Lobster since 1979, was named president of the restaurant division's international operations and given administrative responsibility for all of General Mills' restaurant concepts.

Ronald N. Magruder was named president of The Olive Garden, the fast-growing Italian dinnerhouse concept he has been directing as chairman of Creative Dining, the division's new-projects department. He also takes on responsibility for capital expansion of all restaurant concepts.

"I am making these changes so each of my senior executives will be able to more clearly focus on the business areas where they can make their greatest contribution," Lee said.

General Mills said it was seeking a manager to head York's, a 113-unit cafeteria-service steak house chain, which Magruder had directed.

The name of the restaurant division is also being changed, to General Mills Restaurants Inc., from General Mills Restaurant Group.

Both Magruder and Hattaway will be executive vice presidents of General Mills Restaurants and report to Lee.

Jeff O'Hara will remain president of domestic Red Lobsters, which are organized in a business unit called Red Lobster USA.

Although administrative and capital-expansion responsibilities have been centralized, each restaurant chain will handle its own marketing and operations, the company said.

General Mills operates about 600 restaurants in North America, with total revenue of more than $1.2 billion. It has 390 Red Lobsters in the United States and 40 in Canada, 39 Olive Gardens, 113 York's, and about 14 units of a test concept called Leeann Chin's Chinese Cuisine. Sixteen joint-venture Red Lobsters are open in Japan.

For the third quarter, ended Feb. 22, total year-to-year restaurant sales rose 13 percent, to $293 million, while operating profit fell 5 percent, to $17.8 million. The company said that rapid expansion of Red Lobster in Canada and The Olive Garden in the United States reduced profits.

For nine months sales increased 15 percent, to $886 million, as operating profit rose 6 percent, to $68.5 million.

Red Lobster's same-store sales grew more than 5 percent in the quarter and more than 5½ percent over nine months. Customer traffic was "slightly ahead" in the quarter, a spokesman said, but up 2 percent in nine months.

Lee has said that The Olive Garden is the company's principal expansion vehicle. More than $200 million has been committed by General Mills to expand the concept in three years to about 130 or 140 units.

Correction

"Foodwatch: Mutton and Moonshine," March 23, page 1, incorrectly reported the name of the Owensboro, Ky., restaurant serving barbecued mutton. The correct name is Moonlite Bar-B-Q Inn.

Nation's Restaurant News

is published by
LEBHAR-FRIEDMAN INC.
425 Park Ave., New York, N.Y. 10022
212 371-9400
Cable Address: LEBHARFRIED
Telefax: 212 838-9487

VP/Publisher ARTHUR L. ANDERMAN

Editor CHARLES BERNSTEIN

Executive Editor Rick Telberg
Special Projects Editor Joe Edwards
Senior Desk Editor
Tracey Taylor Woodard
Senior Editors Marilyn Alva (Advertising & Promotions), Paul Frumkin (Food Trends), Donald Jeffrey (Financial), Peter Romeo
Associate Editors Karen Bruno, Kenneth Frydman, Rick Van Warner
Bureau Editors Richard Martin (West Coast Chief *Los Angeles*), Alan Liddle (*San Francisco*), Carolyn Walkup (Midwest/*Chicago*), Ken Rankin (*Washington*)
Desk Editor Paul W. Cockerham
Copy Editor Michael Schrader
Editorial Assistant Maryann Brunner
Art Director Milton Berwin

National Sales Manager
MARTIN J. FELDMAN

Eastern District Manager
Steven T. Lichtenstein
Eastern Area Managers
Chris Kirkby, Mary Jo Romeo
Advertising Sales Coordinator
Chris Hernandez
Production Manager Janet Eagan
Research Director Anne Fraciello
Circulation Director Steve Pippin
Production Director Stan Kaufman
Associate Director Classified
Teresa Loquercio
Classified Advertising Manager
Leslie Wolowitz

VP/Group Publisher David Q. Mahler

Founder (1900-1981) Arnold D. Friedman

President J. Roger Friedman
VP/Publication Services Barry Braverman
VP/Planning Harry A. Estes
VP/Finance James Granato
VP/Human Resources Richard D. Groberg
VP/Editorial Director David Q. Mahler
VP/Sales C. Reese Musgrave
Assistant VP/Circulation Ellis E. Rowland

REGIONAL OFFICES

Boston 1 Gateway Center, Newton, Mass. 02158, 617-527-6394
VP/Regional Manager Robert T. Perry

Cleveland Summit One Building, 4700 Rockside Road, Independence, OH 44131, 216-642-3420
Office Manager Martha MacVean
Area Manager John Blatnik

Chicago 444 N. Michigan Ave., Chicago, Ill. 60611, 312-644-6888
District Manager Gary Knuth
Area Manager John McGuire, Ed Weisbrod

Los Angeles 606 N. Larchmont Blvd., Los Angeles, Calif. 90004, 213-464-8321
Regional Manager John Donoghue
District Manager David M. Pittman
Area Manager Alan El Faye

San Francisco 400 Montgomery St., Suite 1110, San Francisco, Calif. 94104, 415-362-2575
Regional Manager Dick Harrigan
Area Manager Pattikay Lee

Washington 17735 Striley Drive, Ashton, Md. 20861, 301-774-3895
Manager Ken Rankin
Correspondents Deane Evans, Amie Snider

Japan Diamond-Friedman Ltd., Chain Store Age News Japan 1-4-2 Kasumigaseki, Chiyoda-ku, Tokyo, Japan, 504-6750

Publisher of Nation's Restaurant News, Discount Store News, National Home Center News, Drug Store News, Computer+ Software News, Chain Store Age Executive (with Shopping Center Age), Chain Store Age General Merchandise Trends, *APPAREL merchandising*, Business Guides Inc., Lebhar-Friedman Books; Inside Retailing (Newsletter); Chain Store Age News, Japan; Largo Music Inc.

Subscriptions

Having a problem with your subscription? Send us full details, including the mailing label from the last copy you received, along with your telephone number. We'll do everything possible to solve the problem at once. Write to Circulation Fulfillment Director, Nation's Restaurant News, 305 Madison Ave., Suite 535, New York, N.Y. 10165-0079.

Permissions

Materials in this publication may not be reproduced in any form without written permission. Requests for permission should be directed to Arthur L. Anderman, publisher, Lebhar-Friedman Inc., 425 Park Ave., New York, N.Y. 10022.

NATION'S RESTAURANT NEWS
(ISSN 0028-0518)

Published weekly, every Monday except the last Monday in December. Subscription rate: Food-service operators and service/suppliers, one year $21.50; two years $35. Auxiliary (consultants, architects, designers, manufacturers, schools) and all others: $59. Single copy rate $2.00. Foreign subscriptions (air mail only) $500 per year. Second-class postage paid at New York, N.Y., and additional mailing offices.

Copyright© 1987 by Lebhar-Friedman Inc. All rights reserved. POSTMASTER: Send change of address to Subscription Department, Nation's Restaurant News, 305 Madison Ave., Suite 535, New York, N.Y. 10165-0079.

For change of address, please write Subscription Dept., Nation's Restaurant News, 305 Madison Ave., Suite 535, New York, N.Y. 10165-0079.
Six weeks' notice is requested. Please send old and new address and zip codes. If possible, include label portion of publication cover. For subscription problem, send full details, including mailing label and phone number, to Circulation Fulfillment Director, above address.

Vol. 21, No. 15 April 6, 1987

on a good weekend night." The current ratio runs 12 Scotch to three schnapps.

The bar at New York's Grand Hyatt in midtown reported that schnapps specialty and straight-up drinks are yielding twice the margin of regular cocktails. That's why they're being promoted all day—starting at lunch and continuing through cocktail hours and dinner service.

"For starters, schnapps represents a lower out-of-pocket expense to the operator," pointed out Glenmore's Jim McKee. "Lower taxes alone on low-alcohol content bottles help fatten the overall margin . . . and as volume on the category climbs, it helps compensate for drop-offs in other categories."

Like many, he sees low-proof liquor as an alternative way to replace lost margin. "Besides, customers today *want* lower-proof drinks—because of the freedom it gives them to be more at ease with what they're consuming," he added.

Pricing, naturally, varies by market and type of establishment. The price spread at Butch McGuire's ranges from $2 schnapps shots to $2.75 for cocktails . . . and from $4.75 straight to $5.25 for a cocktail at New York's Grand Hyatt.

The spreading appeal of schnapps as an all-purpose specialty and call drink will be stirred up in the coming year by major bottlers who plan a broad range of new entries, special promotions, and specialty recipes.

Seagram will be putting some muscle behind its new cranberry-apple Leroux entry, "because we see a market for it now," said Seagram marketing director Diane Smallberg. "It may be more of a regional taste (particularly in the Northeast), but we plan to try it in other parts of the country during the year." Seagram also plans to promote its own peach, root beer, raspberry, and piña colada (coconut tasting) schnapps behind special efforts in coming months.

DeKuyper Peachtree Schnapps (National Distillers), the first new liquor to sell a million cases in its first year on the market, is still the leader in the peach-flavor category, although an estimated 39 other peach brands are distributed.

Stuart Hurst, director of on-premises sales for Jack Daniels' bolx line of schnapps cordials, just broke out a new "Gingerbread" flavor that is promoted with half and half.

"It was introduced in February with a butterscotch sundae theme and a 1950s soda shop motif," he said. The national promotion includes specialty glassware (sundae-shaped dishes), posters, and tents for the soda shop look.

"We're also promoting it as a mix with ginger ale for a sharp ginger snap taste or with soda as a ginger pop."

Like other distributors, JD's bolx line is rolling up high double-digit gains, Hurst said, and the trend lines continue to point sharply up.

Jayne Taylor of National Distillers said that the two-year-old Peachtree brand may be surrounded by other peach flavors, but that it has a 90-percent market share.

She still sees a lot of room for growth in different parts of the country in 1987 and beyond.

This year DeKuyper plans a stronger effort—plus more customized programs—for its on-premises accounts.

"We try to keep a variety of ideas available, a long list of new recipes, and special promotions—such as Schnapps Parties, which we've been promoting since day one." Last year DeKuyper sponsored more than 5,000 parties for bars, restaurants, and hotels—and plans more this year. (The parties provide for table tents, T-shirts, banners, and prizes, and they're set up from scratch by its sales people, or the proprietor can handle them.

This year, too, DeKuyper is zeroing in on developing special tie-in programs custom-made for individual chains, Taylor pointed out.

Glenmore aggressively enters market with new single-flavor call brand

It's called Hot Shot, launched a month ago after a test ride in Boston and Chicago, said Jim McKee, marketing director. Its aim: to carve out a brand niche for a single-flavor schnapps, similar to what Absolut has done in the vodka category.

"We're taking a broader view on schnapps," McKee said. "Flavor is still the number-one appeal, but over time we believe it's more imperative to have a brand your customer asks for and identifies with when he or she orders."

To launch the single-flavor Hot Shot, Glenmore will be spending "at a rate equivalent to DeKuyper spending," he explained (reportedly between $4 million and $5 million at consumer and trade levels). Most of Hot Shot's budget will be on point of sale for on-premises exposure, McKee pointed out.

"We don't just picture drinks in our materials but show pictures of people in action—the 'hot shots' we're appealing to. For the launch we even produced a proprietary video cassette (called Hot Shot) for use in video bars and as a promotional background to the trade.

The video shows where the young market we've identified lives, works, and plays because we've tracked them there," he added. "There's only one commercial message in the entire loop . . . and we think it will be played in video bars because the tune is really catchy and the show is live, action oriented, and basically a low-profile commercial."

Hot Shot, McKee said, aims at the young, active, single market that recently graduated from college or high school, is working, and spends a lot of money—mostly on themselves. "We found them where they graze—in saloons, bars, and lounges. Their lifestyle is very active—more an attitude lifestyle."

To grab the attention of this "target" crowd, Hot Shot has whipped up its own line of neon light "promoters" (similar to signs that beermakers provide for windows or back-of-bar displays).

"Other promotional materials include a full array of table tents, several custom-made for special areas (like ski resorts, where schnapps consumption is extrahigh), plus stirrers that glow in the dark."

Using novelty items to promote the brand identity should appeal to the young actives Hot Shot's targeting, its studies show. "Our direction at the bar is to make drink preparations easier, too," McKee added, "with versatile drink recipes that make use of garnishes you normally find behind any bar—like orange juice, lemons, and limes, etc."

Customers prefer fast-food burgers broiled: Gallup

Lettuce, tomatoes beat catsup as consumers' favorite topping

PREFERRED PREPARATION
(By demographics)

	Broiled %	Fried %	No Difference %
Hamburger Eaters	75	18	7
Sex			
Male	68	21	10
Female	80	15	4
Race			
White	76	17	7
Nonwhite	63	32	5
Age			
18-24 years	68	25	7
25-34 years	74	21	4
35-49 years	79	15	5
50-64 years	79	11	10
65 years and older	66	23	10

Source: Gallup

HAMBURGER TOPPINGS PREFERENCE

Hamburger Toppings	1980 %	1986 %
Lettuce	40	54
Tomato	38	52
Onions (net)	46	45
Catsup	53	43
Pickle	32	36
Mayonnaise	26	35
Mustard	38	34
Cheese (net)	24	25
Relish	12	7
Bacon	n/a	3
Salad dressing	3	2
Mushrooms	n/a	1

PRINCETON, N.J. — Do customers really care whether their fast-food burgers are fried or broiled? Apparently they do, says a recent Gallup Organization Report on Eating Out, and it's broiling over frying by better than four to one.

The study also revealed that catsup is no longer the topping of choice when it comes to building the better burger. The spicy red sauce has been supplanted by fresh lettuce, tomatoes, and onions in terms of popularity.

Of the 1,032 adults polled by Gallup, three-quarters (75 percent) said that, given their choice of preparation methods, they would prefer their hamburgers broiled rather than fried.

Only about 18 percent of the respondents thought fried burgers tasted better, and 7 percent said that it didn't make any difference to them how their burgers were prepared.

Although the study showed all demographic groups favor broiled hamburgers, it indicated a marked difference in preference depending upon sex, race, and age. For example, more women (80 percent) than men (68 percent) prefer broiling over frying. On the other hand, more men (21 percent) than women (15 percent) said they like fried hamburgers better.

In terms of race, white respondents prefer broiling over frying (76 percent versus 17 percent, respectively). The gulf was not quite so pronounced among nonwhites, however—about six in 10 (63 percent) said they like their hamburgers broiled, while nearly one-third (32 percent) said they prefer frying.

Broiling is also extremely popular (79 percent) among 35-to-64-year-olds and a little less popular among 25-to-34-year-olds (74 percent) and 18-to-24-year-olds (68 percent). Senior citizens—65 years and older—expressed the least preference for broiling over frying (66 percent).

Apparently, customers are also paying more attention to hamburger toppings than had been previously thought. In 1980, 1983, and 1986 Gallup polled consumers on favorite hamburger toppings, allowing respondents to name any topping or ingredient they wished.

Whereas in 1980, 53 percent of those polled mentioned catsup, by 1986 that figure had dropped 10 percentage points, to 43 percent.

It is significant that both fresh lettuce and tomato enjoyed a corresponding surge in popularity.

Lettuce jumped from 40 percent in 1980 to 54 percent in 1986, while fresh tomato increased from 38 percent to 52 percent—an increase of 14 percentage points in both cases.

Onions, which actually decreased one percentage point from the 1980 figure, still proved to be more popular than catsup, with 45 percent of the respondents saying they would put onions on their hamburgers.

When asked for more specific answers, 30 percent of those polled said they prefer their onions raw, while 7 percent said they would like them fried.

Nine percent did not specify preparation.

Other favorite toppings included pickles, with 36 percent; mayonnaise, 35 percent; mustard, 34 percent; cheese, 25 percent; relish, 7 percent; bacon, 3 percent; salad dressing, 2 percent; and mushrooms, 1 percent.

Restaurant News®

YOUR F.I.R.S.T. NO: 123456

John Smith
Director of Purchasing
Seaside Enterprises
123 Manheim Road
Rochester, Ohio 55121

F.I.R.S.T. IT'S SECOND TO NONE.

There is no BINGO card in the world that can give you the quick and easy service that F.I.R.S.T. can. Which is why thousands of readers have already signed up in the first year.

F.I.R.S.T. is so quick that you can get information about products and services advertised in NATION'S RESTAURANT NEWS in days instead of weeks or months. It's so easy because you can do it by telephone 24 hours a day, 7 days a week. And because the response was so great, it is now in every issue of NATION'S RESTAURANT NEWS.

A F.I.R.S.T. card will assure you of getting information as quickly as your competitors. And if they don't have a card yet, you might even get a jump on them. So fill in the coupon for your F.I.R.S.T. card today. It's free. It's fast. And it's another NATION'S RESTAURANT NEWS first! If you already have your F.I.R.S.T. card (with your personal ID number) the simple instructions are listed below.

Reader Service Card
Use this form to send for free information. Mail card within 30 days of publication date.
Name
Title
Company
Address
City & State
Zip
Telephone
WAS THIS COPY ADDRESSED TO YOU? ☐ YES ☐ NO
Circle the reader service numbers for the products in which you are interested.
FAST INFORMATION, MAIL TH

HOW TO USE F.I.R.S.T.

1. Using a touch tone telephone, call 1-800-322-1019. (Massachusetts residents only, call 1-413-442-2668.) recorded operator will guide you through your F.I.R.S.T. call.
2. When the recording says, "Enter F.I.R.S.T. ID number," push the numbers and symbols (##) as they appear on your F.I.R.S.T. card. _ _ _ _ _ _ _ _ ##.
3. **Next, you will hear "Enter magazine and issue code." Enter these numbers and symbols:**

444#715##

4. The recording will then say, "Enter inquiry number" The inquiry number for products and services appears at the bottom of every ad and in our new products section. Enter inquiry numbers, one by one, including symbols (##). **Inquiry numbers range from 1 to 3 digits. Ignore blank boxes. You may make up to 17 requests. For additional inquiries, place another call.**
5. To end F.I.R.S.T. call, enter * * 9 1 # #

NOTE: Instructions also appear on the back of your F.I.R.S.T. ID card. The only additional information you need is the code number you see in step 3. This number changes with each issue, so you must use it to receive the right information.

Nation's Restaurant News
The Weekly Newspaper of the Food Service Industry

HOW TO GET F.I.R.S.T.

NRN F.I.R.S.T. P.O. Box 333, Dalton, MA 01227-0333

MR.
MS. _____
NAME (Please Print) TITLE
COMPANY
ADDRESS
CITY STATE ZIP AREA CODE ( ) TELEPHONE

I want to be a member of F.I.R.S.T.

CHECK APPROPRIATE BOXES TO INSURE PROCESSING:

A. YOUR BUSINESS 1.☐Multi-Unit Headquarters 2.☐Independent 3.☐Non-Commercial 4.☐Hotel/Motel/Resort 5.☐Club/Recreational Facility 6.☐In-Store Feeder 7.☐Contract Feeder 8.☐Military/Government 9.☐Other _____

B. ANNUAL DOLLAR VOLUME 1.☐Under $300,000 2.☐$300,000-$499,000 3.☐$500,000-$999,000 4.☐$1,000,000-$4,999,000 5.☐$5,000,000-$25,000,000 6.☐$25,000,000 and over

C. IF CHAIN—NUMBER OF UNITS 1.☐1-25 2.☐26-75 3.☐76-150 5.☐151 or more

D. REASON FOR INQUIRY 1.☐Immediate need 2.☐General Reference 3.☐Future Reference

E. IS THIS YOUR COPY OF NATION'S RESTAURANT NEWS? 1.☐YES 2.☐NO

FOCUS | NRA

COVER STORY

PIZZA DELIVERY BOOM LURES NEW PLAYERS

By Peter Romeo

As the proliferation of delivery outlets continues to whet convenience-minded consumers' appetite for pizza, restaurants of all types are vying for a slice of the expanding market with the fervor of sharks in a feeding frenzy.

Scores of new players—from McDonald's to hotels to white-tablecloth restaurants to Mexican places—are slapping toppings on dough and firing up ovens to steal a piece of the pie from places specializing in Italian food.

Many true pizza joints, meanwhile, have been forced into troublesome and often unprofitable forms of service to keep pace with such Young Turks as 3,700-unit Domino's, which is opening delivery-only outlets at the rate of two per day.

"Mom-and-pops may not want to get into home delivery, but they may have to because that's the way the segment is going," observed David McKenzie, senior vice president of marketing for Mr. Gatti's, a 330-unit Texas-based chain. "So the mom-and-pops sell out to the chains."

"At the pizza convention [the National Association of Pizza Operators' Expo '85] in Las Vegas, all you heard was delivery, delivery, delivery," commented Ed Antolick, corporate secretary and general manager of the 17-unit Your Place chain, which, after selling pizzas for 16 years, recently added delivery service. "At the last convention in Orlando, the talk was more of 'Yeah, I had to do it, but I wish I didn't have to.'"

With so many players having jumped on the delivery bandwagon and a slew of newcomers streaming into that arena because of low start-up costs, a search is on for new competitive advantages that will turn convenience-conscious consumers' heads.

Single phone numbers

Pizza Hut, Mr. Gatti's, Godfather's, and several more deliverers have attempted to outdo Domino's by adapting systems that permit all orders to be placed via a single telephone number. The expensive apparatus saves consumers the trouble of searching through phone books for the number of the nearest outlet.

The success of the one-number system has even attracted Domino's attention. The chain recently launched tests of its own.

Godfather's, the 650-unit pizza chain that seemed near death when Pillsbury acquired it in 1985, has found new vigor by selling its pies by the slice. Although slices are common in the East and have long been used by the Wisconsin-based Rocky Rococo, the new portioning strategy was enough of a distinction for Nebraska-based Godfather's to snap three years of declining sales.

The 5-percent year-to-year rise in per-unit sales that Godfather's has projected for the fiscal year ending in May would likely spur other Midwestern contenders to try selling their pies in single servings.

Many pizza chains have attempted to differentiate themselves from the competition by tinkering with their menus.

Looking to appeal to a broader audience than Domino's, which has refused to diversify beyond pizza, delivery places are adding hero sandwiches, strombolis—pocket sandwiches known as calzones in some areas—and salads.

"We deliver our whole menu. We have an advantage there," asserted Your Place's Antolick.

Yet, even when sandwiches are available, "pies are getting ordered more often, and the size of the pizzas is increasing," noted Vic Cassano Jr., president of Cassano's Pizza, an 81-unit, 33-year-old chain acquired last year by Greyhound Corp.

Pizza purveyors of all types are attempting to differentiate themselves by experimenting with different crusts and toppings.

Segment leader Pizza Hut, for instance, is offering a wholewheat-crusted pie called Golden Pan Pizza as a menu option for franchisees.

Little Caesar's, the 1,300-unit take-out-only chain, recently rolled a Mexican pie, topped with jalapeño peppers, taco chips, and pinto beans.

Mexican pizzas are already on the menu of the Chicago-based, 25-unit Pizzeria Uno chain, among others.

"Sure, we had peanut butter pizzas and taco pizzas and all that nonsense," Cassano said. "Those things might be nice as gimmicks. But at least in our markets the multi-topping pizzas are not as popular as something as simple as a pepperoni pizza."

Nutritional concerns

Pizza sellers agree that many consumers are only now familiarizing themselves with the Italian food after being put off by years by the widely held notion that pizza is extremely high in calories.

In reality, a slice of cheese pie made with a thin, so-called New York-style crust has roughly 160 calories. Hardee's smallest sandwich, a 96-gram hamburger, has 276 calories. Among the least caloric items sold by Checkers, one of the new flame-broiled chicken chains cackling about the nutritional values of their signature menu item, is a 292-calorie boneless chicken breast.

"Nutritionists love to note that pizza, though commonly considered junk food, isn't really junk at all," reads a guide written by the Center for Science in the Public Interest, a watchdog group that has lambasted McDonald's, Taco Bell, and other fast feeders for their foods' alleged low nutritional value.

In praising Domino's for its fare, the CSPI asserted in "The Fast-Food Guide" that "at its best, pizza is a balanced meal that teenagers actually eat."

"As a fast food, pizza is one of the most attractive nutritionally," opined Sam Fine, Domino's vice president of marketing.

"That's becoming more and more evident," said Cassano's Cassano. "And people get the most for their dollar. A pie will feed a whole family for six or seven dollars."

"It's also a very personalized product. You can get a pizza made the way you want it—no cheese, double cheese, or whatever," he added. "It's a very flexible product."

"Its appeal cuts across many segments. It's not something just for Baby-boomers," observed Your Place's Antolick.

"I'm thirty-nine. Growing up in the South, I didn't have my first piece of pizza until I was seventeen," recounted Mr. Gatti's McKenzie. "Everyone younger than me grew up eating pizza. And on the top side, it's something new for people who are fifty-five or older, because you couldn't get pizza in a lot of areas of the country before the Second World War."

Forty-seven percent of the respondents in a National Restaurant Association survey reported having patronized pizza delivery places during the first quarter of 1986. An earlier survey had found that 40 percent of respondents had used a delivery outlet during the same period of 1985.

The study did not pinpoint the increased patronization of all types of pizza outlets. Few dispute that it is skyrocketing.

"The boom is just beginning," asserted Fine of Domino's, which estimated its 1986 systemwide sales at $1.5 billion.

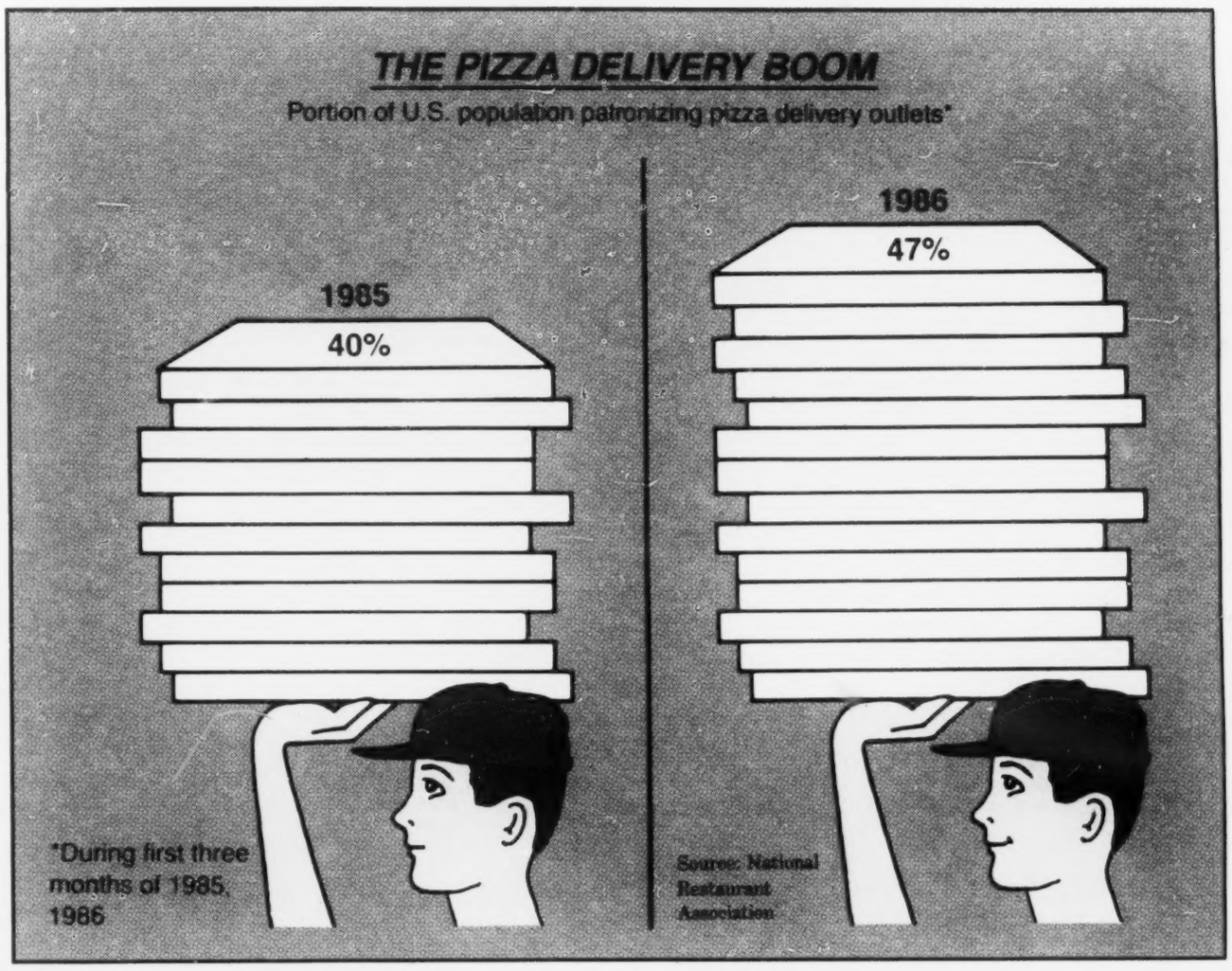
The explosion in the market has not gone unnoticed by outsiders.

For instance, Ninfa's, operator of well-known Mexican dinnerhouses in Houston, recently announced plans to develop a drive-through concept called Bambolino's. Although the kiosks will feature an array of Italian foods, pizza is expected to be the biggest seller.

Carson Pirie Scott, the Chicago-based retailer and parent of in-flight catering giant Dobbs International, added a delivery-only concept called DePizza to its roster of food-service holdings.

Business-and-industry feeders,

*(See **PIZZA**, page F4)*



HOW PIZZA STACKS UP NUTRITIONALLY

Domino's vs. other fast feeders

	Weight (grams)	Calories	Protein (grams)	Fat (grams)
Domino's pizza				
Two slices, 12" pie	140	340	18	6
Two slices, 12" pepperoni pie	140	380	20	12
Hardee's hamburgers				
Hamburger	96	276	14	15
Cheeseburger	116	309	14	13
Qtr.-lb. cheeseburger	183	511	29	28
Checkers' chicken				
Half 3-lb. chicken, without skin	680	744	115	28
Large wing	*	109	9	8
10-oz. boneless breast	284	292	61	9

*Information not available

All amounts in grams unless otherwise indicated.

Sources: "The Fast-Food Guide," by Michael Jacoson, Ph.D., executive director of Center for Science in the Public Interest; Company reports.

FOCUS | NRN

PIZZA REVOLUTION LURES NEW PLAYERS

(Continued from page F2)

looking to offset lunchtime competition from pizzerias, are spotlighting their own oven-baked pies. Convenience stores stock single-serving frozen pizzas that can be heated in on-premises microwaves. And supermarket freezers are packed with heat-and-eat pies in all shapes and sizes for home consumption.

The tostada, a flat, fairly common Tex-Mex food, is being renamed Mexican pizza by many places specializing in south-of-the-border cuisine.

Even fast-food behemoth McDonald's has not ignored the pizza market's potential. The nation's largest restaurant chain recently launched a test of an oven-baked small pie called McPizza, after scuttling a sales trial of a deep-fried version of the same name.

"Independents are still the strongest players. They still hold more than fifty percent of the market," said Domino's Fine. "The independents are probably losing some share, but the whole market is increasing, so everyone's business may be on the rise."

Tired of seeing empty Domino's and Pizza Hut boxes littering the halls of their hotels, Hilton, Radisson, and many other lodging chains have transformed room service into in-house pizza delivery systems. Pies baked in ovens normally dormant at night are brought to guest rooms by the hotels' regular room service waiters.

Some hotels are also selling pizza through lounges, casual restaurants, and even banquet departments.

"We're looking at delivery service," said Richard Becker, corporate director of food and beverage for Dallas-based Harvey Hotels, which sells pizza at the Whispers lounge of its Addison property. "We have three or four direct competitors, including a Pizzeria Uno, a Pizza Inn, and a Pizza Hut."

Harvey plans to add pizza at its hotel near the Dallas-Fort Worth Airport, using the recipe that prompted a local newspaper to proclaim Whispers' pies as being among Dallas' best.

Dozens of fine-dining and casual-theme places, meanwhile, have tried to capitalize on the mounting popularity of pizza by putting the trendiest of foods—from sun-dried tomatoes to goat cheese to pesto sauce to raw tuna to wasabi, which is Japanese green mustard—on top of pizza.

Yet the so-called gourmet or boutique pizzas appeal to more than just the trend-conscious, as Harvey's Becker discovered after the Addison hotel added pizzas. Orders have been about evenly split between conventional pies and less-ordinary versions made with smoked salmon, artichoke hearts, baby shrimp, crabmeat, and other toppings.

"It really surprised me," Becker said.

Oldtimers lose ground in pizza market

The rapid influx of newcomers into the pizza market is already pushing out many of the segment's older players.

Some, like 13-year-old Pizza Transit Authority, were simply trampled underfoot. About a year after being acquired, the 26-unit delivery-only chain was laid to rest by new owner Silver Enterprises.

"We put a lot of money into it, but we will not make more of a long-term financial commitment," Silver's president, Jay Rutherford, said at the time.

Many opportunistic local contenders have cashed in their entrepreneurial endeavors.

"Smaller guys are saying, 'Let's get out while the getting's still good,'" observed Dave Deal, vice president of finance and administration for Little Caesar's.

The 120-store Pantera's gobbled up 716-unit Pizza Inn, Mr. Gatti's bought the 11-unit Red Geranium and 19-store Musselman's systems, and National Pizza Hut acquired about 73 outlets by buying fellow Pizza Hut franchisees.

"Some of those people who got into the business in the early 1980s are saying, 'Maybe I don't want to be here after all,'" said Mr. Gatti's McKenzie. "It's not a shakeout; it's a swap-out. The number of units is staying the same, but their signs are changing."

SELECTED NEWCOMERS TO PIZZA MARKET

Newcomer	Primary food-service market(s)	Pizza product
McDonald's	Hamburger	Small oven-baked pie called McPizza; still in testing stage
Ninfa's	Mexican dinnerhouses	Slices sold via new drive-through Italian concept called Bambolino's
Harvey Hotels	Lodging	Conventional pies, "boutique" versions (baby shrimp, artichoke, crabmeat toppings, etc.); sold through roomservice, Whispers lounge
Carson Pirie Scott	Contract feeding (Dobbs), coffee shops (Toddle House)	DePizza delivery-only kitchens

Source: Company Reports

Berkeley operator follows her principles, unionizes workers

BERKELEY, Calif. — This San Francisco Bay Area university town has long been known as a hotbed of radical, liberal, and occasionally progressive intellectualism. It has also gained a reputation for its gastronomically savvy residents and restaurateurs.

Recently we learned of an unusual, only-in-Berkeley development in labor relations. The new twist is

at Augusta's, the eight-year-old Telegraph Avenue restaurant that first gained notoriety for its annual "Unmentionable Cuisine Night," featuring a menu of turkey testicles, rattlesnake, and fried crickets.

Recently, Bonnie Hughes, Augusta's iconoclastic owner, acted on her liberal principles and aggressively unionized her workers—including a number who didn't want to go that route.

Hughes, objecting to what she calls the widespread "exploitation" of food-service workers, advocates higher wages and the abolition of tipping as ways to move the industry out of the "Middle Ages." Workers at Augusta's were already getting close to union scale before being urged to sign a union contract. They now get a dental plan and regular vacation benefits to boot.

However, Hughes' employees are still not unanimous in their support for unionization. Some are unhappy about having to pay dues, Hughes candidly noted. Still, she believes she is protecting her workers from carelessly ignoring their rights.

Others say Hughes' initiative helped point up a certain hypocrisy among other "liberal" restaurant owners in North Berkeley's "gourmet ghetto" district.

"They give lip service to workers' rights in other countries yet refuse to allow their own workers to join the union," union organizer Lincoln Smith, a cook at Augusta's, told the Oakland *Tribune*. Smith said he earns $10 an hour, compared with the seven-dollar-an-hour starting wages for cooks at such places as the nonunion Santa Fe Bar & Grill.

Only about 20 percent of Berkeley's restaurants are unionized, underscoring the prevalent laissez faire attitude of most local operators. Though colleagues at other restaurants say Bonnie Hughes is bucking the trend, most of them grudgingly admire the way she has lived up to her convictions.

* * *

Tank-top tiff: Folks seem to persist in picking on Red Onion, the 14-unit Southern California chain of Mexican restaurant-discos.

The chain's latest annoyance involves charges of sexual discrimination made by two men who want to wear tank tops when they go to discos. Feminist activist attorney Gloria Allred is representing the men.

In their Los Angeles Superior Court suit, the men claim they were denied admittance to a Red Onion disco last November because they were wearing tank tops, even though women are allowed inside dressed in the sleeveless garments.

That case comes on top of civil suits seeking millions from Red Onion for alleged racial discrimination. The plaintiffs in those actions recently gained apparent support from the state Department of Alcoholic Beverage Control, which issued an investigative report that concluded the company systematically excluded blacks, Hispanics, and other minority patrons over the last 10 years on direct orders from the company's president, Ron Newman. He has denied the charges.

Red Onion faces suspensions of liquor licenses at five of its branches because of the state's findings. More disciplinary action by liquor-licensing authorities, for a variety of other alleged infractions, is expected at a sixth site.

The chain must soon face yet another setback. Read on.

* * *

Carnegie West?: Sources say the long-awaited Los Angeles branch of New York City's famed Carnegie Deli is slated to occupy the Beverly Hills building that currently houses a Red Onion restaurant. Red Onion lost its lease there.

Television producer Aaron Spelling reportedly heads the roster of outside investors who are backing the Carnegie Deli project.

In the aftermath of Beverly Hills' landmark no-smoking ordinance, the new Carnegie Deli will enjoy a distinct advantage over most competitors, local restaurateurs claim. They say Red Onion's divided floor plan, with spacious separate areas for smoke-free dining and for bar-area dining (where smoking is legal), will allow the deli to partially circumvent the controversial ban.

Locals say the building's split layout could deal a blow to the nearby Nate 'n Al deli, which has no plan.

* * *

S.O.S. moves: Share our Strength, the hunger-relief charity supported by a 28-state network of contributing member restaurants, has moved its headquarters from Washington, D.C., to Denver (303-298-9435). California restaurateurs Alice Waters, Ken Frank, Wolfgang Puck, Marilyn and Harry Lewis, and New York City's Larry Forgione, continue on the S.O.S. advisory board.

* * *

Surimi suit: San Diego operators, beware: Your city takes "truth in menu" seriously. Ask the owners of Diego's Mexican restaurant in Pacific Beach, Calif. They recently paid $10,000 to settle a suit that charged the owners with serving "crabmeat" enchiladas made from imitation crab. Diego's did not admit any wrongdoing but agreed to refrain from misrepresenting its menu items, deputy city attorney James D. Bivens announced.

* * *

Health warnings: Restaurateurs who serve alcoholic beverages in unincorporated parts of San Diego County will soon have to post signs warning pregnant women about birth-defect risks associated with consumption of liquor. The law, similar to ones in New York and Los Angeles, is expected to take effect May 10. Concerned about a growing number of Fetal Alcohol Syndrome cases, the San Diego supervisors also urged the county's 18 cities to adopt the ordinance.

Until the county came up with an educational outreach plan to inform doctors about FAS—reputedly one of the top three causes of birth defects—local operators thought they were being singled out by the county's action. Now, said Harold Hersh, past president of the local chapter of the California Restaurant Association, "We pledge to do what we can."

FINANCIAL NEWS

NRN Stock Index rebounds 11.8 points, closes at record 209.0

By Don Jeffrey

NEW YORK — Despite signs of trouble for the economy, the *Nation's Restaurant News* Index of 83 stocks soared 11.8 points in the week ended March 27 and closed at a record 209.0.

The Dow Jones Industrial Average of 30 blue-chip stocks reached a record high 2372.59 on March 26, but then took a sharp drop the following day and finished the week with just a 2.28-point gain, at 2335.80. Analysts expressed fears that the falling dollar might bring on increases in inflation and interest rates and abandonment of the equities markets by foreign investors.

On *NRN*'s complete stock list of 158 restaurant, lodging, diversified, and food-service manufacturing and distributing companies, 64 advanced in price, 71 declined and 23 stayed the same.

Issues whose volumes exceeded their previous 12-week norms were outnumbered by less active stocks, 93 to 63. Two traded at their average volume.

Wendy's International was one of the most active stocks, as volume surged 179 percent above average, at about 7.9 million shares. It closed 25 cents lower, at $11.50. Wall Street speculated that Coca-Cola was planning to buy the burger chain, but Coke later denied the rumor. Coca-Cola fell $1.50, to $45.88, on volume of about 4.1 million shares, 18.9 percent below average.

Western Steer, a steakhouse chain that has received favorable reports from securities analysts, was the leading volume surger, as 145,200 shares changed hands, 353 percent above its average. Its price rose $2.25, to $16.25, close to a 52-week high.

Fuddruckers, the gourmet-burger chain, led the percentage price advancers, rising $1.13, or 64.3 percent, to $2.88, on heavy volume. Primo, a mall deli franchisor that filed for Chapter 11 protection, led the relative price decliners, falling 13 cents, to 6 cents, becoming the lowest priced stock on the *NRN* list.

Old Fashioned Foods was the only other stock that struck a new 52-week low, falling 50 cents, to $4.25.

Despite the record close of the index, just two issues finished the week at yearly highs: Sonesta, up $1.50, to $21.50, and Cracker Barrel, 50 cents, to $18.

VOLUME TREND LEADERS

Wstn Steer	M	353.5	Fuddruckers Inc	M	215.1
Hambrg Hamlet	M	342.1	Frisch's	A	200.0
Bridgford Fds	M	333.3	Wendys Intl	N	179.0
El Chico	M	271.7	Ecolab Inc	N	147.7
Rusty Pelican	M	269.9	Smucker, J.M.	N	143.1

TOP PERCENTAGE PRICE GAINERS

Fuddruckers Inc	M	64.3	Rusty Pelican	M	14.8
Fast Food Oper	O	25.0	El Chico	M	11.4
Lifestyle Rest	A	21.4	El Pollo Asa	M	10.2
Bridgford Fds	M	20.0	TCBY Enterprises	M	8.9
Wstn Steer	M	16.1	Shoney's Inc	M	7.7

TOP PERCENTAGE PRICE LOSERS

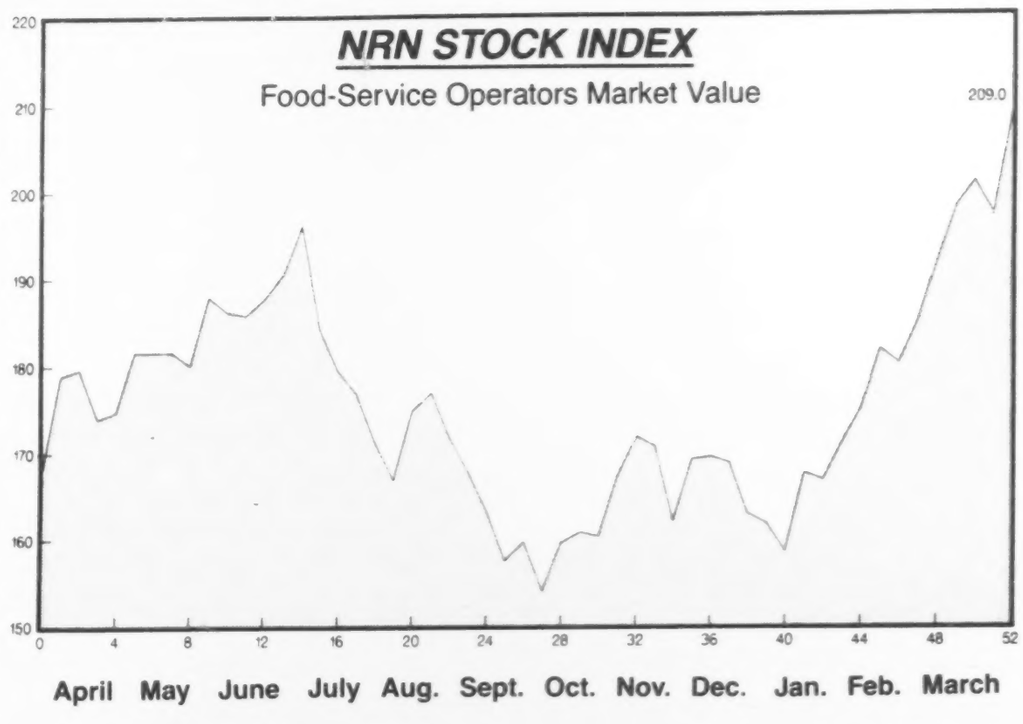
Primo Inc	O	- 33.3	Ecolab Inc	N	- 11.3
Am Restaurants	M	- 28.6	Old Fashion Fd	M	- 10.5
Consul Rest	M	- 21.4	Famous Rest	M	- 8.3
Old Spag Wrehse	M	- 13.0	Benihana Natl	M	- 8.1
JB Restaurant	M	- 12.7	Intl Kings Tab	M	- 7.8

All figures represent weekly percentage change

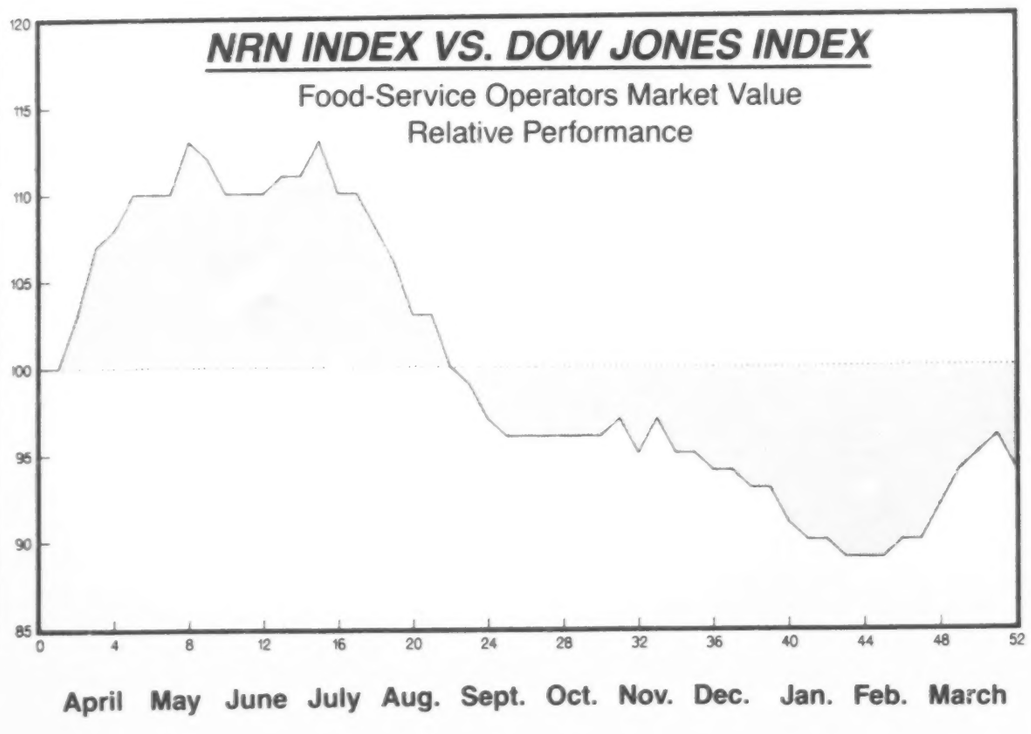
Restaurants - NRN Stock Index Issues

Company and Market	3-27-87 Close	Weekly Change Amt.	Weekly Change Pct.	Weekly Range High	Weekly Range Low	52-Week Range High	52-Week Range Low	Volume Weekly Shares Traded Total	Volume Weekly Shares Traded % Out	Volume 12-Week Avg. Vol. As % Out	Volume Trend Change	P/E Ratio	Indicated Divd. Rate Amt.	Indicated Divd. Rate Yld.	Latest Report New	Latest Report Period	Latest Report Date Ended	Latest Quarter Revenue Latest	Latest Quarter Revenue Yr. Ago	Latest Quarter Net Income Latest	Latest Quarter Net Income Yr. Ago	Latest Quarter E.P.S. Latest	Latest Quarter E.P.S. Yr. Ago	Year-to-Date Revenue Latest	Year-to-Date Revenue Yr. Ago	Year-to-Date Net Income Latest	Year-to-Date Net Income Yr. Ago	Year-to-Date E.P.S. Latest	Year-to-Date E.P.S. Yr. Ago
-	$	$	%	$	$	$	$	(100)	%	%	%	-	$	%	-	-	-	$Mil	$Mil	$Mil	$Mil	$	$	$Mil	$Mil	$Mil	$Mil	$	$
Am Restaurants M	1.25	- .50	- 28.6	1.75	1.25	4.13	1.00	52	.23	.18	27.8	NE	.00	.0	.....	9 mos.	10-86	4.8	5.4	(.3)	(.2)	(.15)	(.06)	14.2	15.8	(.7)	(.1)	(.32)	(.02)
ARK Restaurants M	4.50	.25	5.9	4.63	4.00	12.25	3.25	168	.43	.60	- 28.3	NE	.00	.0	.....	3 mos.	12-86	5.9	5.4	(.1)	.2	(.02)	.07	5.9	5.4	(.1)	.2	(.02)	.07
Assoc Hosts M	9.63	- .25	- 2.5	9.75	9.63	9.88	7.75	497	1.10	.95	15.8	NE	.12	1.2	.....	3 mos.	12-86	17.9	21.2	.5	.2	.10	05	17.9	21.2	.5	.2	.10	.05
Bob Evans Farms M	26.00	- .75	- 2.8	27.25	25.25	27.25	18.00	1,587	.70	1.11	- 36.9	28.0	.28	1.1	.....	9 mos.	01-87	81.2	69.1	6.1	5.1	.27	.23	234.5	197.2	15.9	15.7	.71	.70
Bombay Palace M	8.00	.25	3.2	8.00	7.75	8.50	4.00	264	1.47	5.67	- 74.1	26.7	.00	.0	.....	9 mos.	09-86	2.2	1.9	.3	.1	.06	.09	6.0	5.2	.4	.3	.20	.20
Burger Kg MLP N	19.50	.38	2.0	19.63	18.88	24.38	17.75	709	1.74	1.68	3.6	NA	1.58	8.1	.....		00-00	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Calny Inc M	11.75	- .13	- 1.1	12.00	11.75	15.63	6.75	5,000	10.55	7.57	39.4	49.0	.16	1.4	.....	9 mos.	11-86	19.4	16.6	.5	1.1	.10	.24	56.2	46.8	1.2	2.7	.25	.59
Capt Crab M	1.00	.00	.0	1.06	0.94	1.50	.56	2,238	1.43	1.50	- 4.7	33.3	.00	.0	.....	3 mos.	11-86	2.6	2.4	.2	(.1)	.01	(.01)	2.6	2.4	.2	(.1)	.01	(.01)
Chefs Intl O	.25	.00	.0	0.34	0.25	.44	.09	3,161	1.63	.80	103.8	NE	.00	.0	.....	6 mos.	07-86	5.5	5.5	.0	NC	.00	NC	10.8	10.8	(.2)	NC	(.01)	NC
Chi-Chi's M	7.38	- .50	- 6.3	7.63	7.38	11.25	6.50	13,074	4.82	4.09	17.8	NE	.00	.0	.....	9 mos.	01-87	72.9	66.0	(10.3)	2.1	(.38)	.08	224.6	195.8	(5.7)	10.1	(.21)	.38
Chili's Inc M	35.00	1.50	4.5	35.63	34.25	35.38	18.75	4,726	9.05	5.94	52.4	34.0	.00	.0	.....	6 mos.	12-86	48.5	24.5	1.6	1.0	.28	.18	84.1	49.8	3.1	2.3	.55	.44
Churchs Fr Ch N	13.50	- .63	- 4.4	14.00	13.25	18.13	10.88	4,253	1.13	2.51	- 55.0	29.3	.46	3.4	.....	fiscal	12-86	138.7	159.5	1.5	(5.6)	.04	(.15)	480.5	548.8	17.3	23.4	.46	.62
Collins Foods N	22.50	- .50	- 2.2	23.00	22.00	23.38	14.13	4,176	2.09	2.10	- .5	40.2	.12	.5	.....	9 mos.	01-87	167.7	129.3	4.0	2.8	.19	.14	519.7	398.5	19.3	14.2	.93	.70
Consol Prods M	4.88	.25	5.4	5.00	4.75	5.00	2.38	174	.53	.74	- 28.4	14.3	.08	1.6	.....	3 mos.	12-86	19.9	19.4	.3	(.3)	.09	(.11)	19.9	19.4	.3	(.3)	.09	(.11)
Consul Rest M	1.38	- .38	- 21.4	1.63	1.38	4.25	1.25	1,836	3.82	1.94	96.9	NE	.00	.0	.....	6 mos.	11-86	17.7	18.6	(.6)	(1.1)	(.12)	(.24)	37.4	40.4	(.4)	(1.0)	(.09)	(.22)
Cracker Barrel M	18.00	.50	2.9	18.00	17.25	18.00	9.66	811	1.52	2.00	- 24.0	23.7	.10	.6	.....	6 mos.	01-87	21.1	17.4	.3	.1	.07	.01	45.0	37.7	1.5	1.1	.29	.20
Cucos Inc O	2.50	.00	.0	3.25	2.50	7.25	2.00	7	.03	.22	- 86.4	NE	.00	.0	.....	6 mos.	12-86	2.3	2.5	(.3)	.1	(.14)	.05	5.6	5.3	(.5)	.2	(.24)	.10
Dunkin Donuts M	31.75	.75	2.4	31.75	31.25	37.38	27.00	2,833	3.91	4.54	- 13.9	19.0	.32	1.0	.....	3 mos.	01-87	24.7	26.2	3.4	3.1	.46	.42	24.7	26.2	3.4	3.1	.46	.42
El Chico M	4.88	.50	11.4	5.00	4.25	8.25	3.50	3,303	7.10	1.91	271.7	NE	.00	.0	.....	9 mos.	02-87	20.7	13.7	(3.5)	.4	(.74)	.09	62.4	65.7	(3.7)	2.0	(.79)	.43
El Pollo Asa M	6.75	.63	10.2	6.88	6.25	8.38	5.38	1,327	3.54	3.77	- 6.1	84.4	.00	.0	.....	9 mos.	12-86	2.9	.5	.1	(.1)	.04	(.02)	7.5	3.5	.3	.1	.09	.04
Famous Rest M	2.06	- .19	- 8.3	2.19	2.06	2.63	1.44	1,496	2.49	1.55	60.6	NE	.00	.0	.....	fiscal	12-86	14.5	10.2	(11.8)	(.3)	(1.97)	(.05)	60.8	50.7	(11.4)	NC	(1.91)	.01
Fast Food Oper O	.31	.06	25.0	0.34	0.25	.69	.25	221	.37	.27	37.0	NE	.00	.0	.....	9 mos.	09-86	2.1	2.2	(.2)	NC	.00	.01	5.8	5.9	(.1)	.1	(.02)	.02
Frisch's A	38.13	.50	1.3	38.13	37.00	40.66	27.41	653	1.38	.46	200.0	55.3	.22b	.6	.....	6 mos.	11-86	32.4	30.1	.5	.6	.10	.15	76.3	71.1	1.6	1.5	.32	.33
Fuddruckers Inc M	2.88	1.13	64.3	3.00	2.00	5.63	1.38	6,051	8.95	2.84	215.1	NE	.00	.0	.....	9 mos.	09-86	18.9	14.7	(.7)	.1	(.09)	.01	52.1	38.6	(3.4)	.6	(.50)	.09
Hambrg. Hamlet M	6.00	.25	4.3	6.25	5.75	7.75	4.00	280	.84	.19	342.1	15.8	.00b	.0	.....	9 mos.	12-86	11.0	9.3	.2	.4	.05	.12	32.8	28.2	.4	1.1	.12	.34
Intl Dairy Queen a M	30.50	1.00	3.4	31.50	30.50	35.50	21.00	366	.38	.42	- 9.5	24.4	.00	.0	.....	fiscal	11-86	37.1	31.5	1.8	1.6	.19	.17	183.9	159.1	12.1	9.7	1.25	.98
Intl Kings Tab M	17.75	- 1.50	- 7.8	19.00	17.50	30.00	15.75	974	3.36	4.22	- 20.4	13.2	.00	.0	.....	6 mos.	12-86	20.0	19.0	.2	.6	.15	.22	40.9	37.9	1.2	1.7	51	.60
JB Restaurant M	6.00	- .88	- 12.7	6.50	6.00	10.00	5.00	910	1.87	1.99	- 6.0	NE	.00	.0	.....	3 mos.	12-86	22.2	23.5	.3	(.4)	.00	(.09)	22.2	23.5	.3	(.4)	.00	(.09)
Jerrico Inc M	25.38	1.50	6.3	25.88	23.88	26.38	17.88	8,670	4.07	4.28	- 4.9	19.4	.16	.6	.....	6 mos.	12-86	143.7	140.3	5.2	5.1	.25	.24	296.9	280.0	12.6	12.3	.60	.58
Kapok Cp A	2.75	.00	.0	2.88	2.75	5.88	2.00	84	.34	.58	- 41.4	NE	.00	.0	.....	3 mos.	12-86	2.7	2.5	(.4)	(.5)	(.14)	(.21)	2.7	2.5	(.4)	(.5)	(.14)	(.21)
Karcher Carl M	21.38	.63	3.0	21.88	20.63	21.38	13.63	2,011	2.84	2.84	.0	28.1	.00	.0	.....	9 mos.	10-86	74.2	75.1	1.8	1.5	.25	.22	240.8	249.7	4.2	3.8	.59	.54
Lifestyle Rest A	1.06	.19	21.4	1.06	0.88	2.19	.69	437	.77	.83	- 7.2	NE	.00	.0	.....	3 mos.	01-87	13.9	17.5	(1.8)	(.4)	(.31)	(.08)	13.9	17.5	(1.8)	(.4)	(.31)	(.08)
Luby's Cafe N	30.63	.13	.4	31.88	30.00	31.88	23.69	598	.33	.41	- 19.5	24.1	.44	1.4	.....	6 mos.	02-87	55.2	50.7	5.6	4.8	.31	.26	110.4	102.2	10.9	9.7	.60	.53
Marcus Corp M	26.50	1.75	7.1	26.50	25.25	29.75	20.13	132	.25	.94	- 73.4	16.8	.33	1.2	.....	9 mos.	02-87	31.9	28.9	.8	.8	.14	.15	104.5	97.2	5.6	6.2	1.08	1.20
Marriott Corp N	38.50	- 1.25	- 3.1	41.13	38.25	43.75	26.91	16,880	1.28	1.56	- 17.9	27.5	.16	.4	.....	fiscal	12-86	1850.2	1396.2	56.2	51.8	.41	.38	5266.5	4241.7	191.7	167.4	1.40	1.24
Maverick Rest M	1.00	.00	.0	1.13	1.00	2.25	1.00	44	.09	.48	- 81.3	NE	.00	.0	.....	9 mos.	10-86	3.8	3.5	(.1)	.1	(.03)	.01	11.1	9.9	.0	NC	.00	(.01)
Max & Erma's O	2.63	.13	5.0	2.88	2.63	2.63	1.25	37	.21	1.83	- 88.5	NE	.00	.0	.....	fiscal	10-86	3.8	3.7	.0	(.2)	.01	(.07)	16.5	16.3	(.3)	(.3)	(.18)	(.14)
McDonald's Cp N	81.38	4.25	5.5	82.00	78.00	82.00	55.38	27,621	2.17	2.04	6.4	21.8	.66	.8	.....	fiscal	12-86	1088.3	915.9	113.5	103.5	.89	.80	4240.2	3694.7	479.7	433.0	3.73	3.33
McFaddin Ven A	1.63	.00	.0	1.75	1.50	5.38	1.38	411	.77	.55	40.0	NE	.00	.0	NEW	fiscal	11-86	14.5	17.8	(19.0)	.4	(3.49)	.06	66.7	65.9	(18.9)	4.3	(3.48)	.84
Morrison Inc M	28.50	- .75	- 2.6	28.88	28.13	29.25	21.13	2,555	1.78	1.63	9.2	34.8	.48b	1.7	.....	6 mos.	11-86	144.1	123.8	5.3	5.4	.37	.37	285.8	252.6	11.0	10.3	.77	.71
Morgan's Food A	2.13	.00	.0	2.25	2.00	2.75	1.13	351	.37	.89	- 58.4	NE	.00	.0	.....	9 mos.	11-86	5.1	3.8	.2	.1	.02	.03	14.1	11.8	.5	.2	.06	.05
Mr Steak O	.94	- .06	- 6.3	1.00	0.94	1.38	.38	615	1.28	1.35	- 5.2	NE	.00	.0	.....	3 mos.	12-86	4.9	6.0	.1	(.3)	.01	(.05)	4.9	6.0	.1	(.3)	.01	(.05)
Nathans M	7.88	- .13	- 1.6	8.13	7.75	8.13	4.00	62	.27	1.71	- 84.2	30.3	.07	.9	.....	9 mos.	12-86	5.3	5.3	.0	.1	.00	.03	18.4	18.8	1.0	1.0	.45	.43
Natl Pizza M	17.53	- .13	- .7	17.75	17.25	18.25	13.00	122	.16	1.05	- 84.8	22.0	.00	.0	.....	9 mos.	12-86	22.7	16.0	1.5	1.2	.19	.17	64.8	47.2	5.0	4.2	.65	.56
Old Fashion Fd M	4.25	- .50	- 10.5	4.25	4.25	5.50	4.25	3	.02	.78	- 97.4	10.1	.00	.0	.....	6 mos.	11-86	4.1	3.7	.1	.2	.09	.11	8.0	7.4	.3	.3	.21	.21
Old Spag Wrehse M	5.00	- .75	- 13.0	5.00	5.00	6.75	3.25	216	1.44	1.78	- 19.1	NE	.00	.0	.....	6 mos.	12-86	4.5	3.5	.2	.1	.10	.05	8.7	7.2	.3	.2	.19	.15
Pancho Mex Buffet M	14.13	- .13	- .9	14.38	14.00	14.63	9.50	66	.16	.81	- 80.2	22.8	.13b	.9	.....	3 mos.	12-86	10.8	9.2	.5	.4	.11	.09	10.8	9.2	.5	.4	.11	.09
Perkin Fam N	11.63	- .50	- 4.1	12.75	11.50	13.13	10.63	791	1.57	1.30	20.8	NA	.00	.0	.....		00-00	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Piccadilly Caf M	25.25	1.25	5.2	25.50	23.75	25.75	18.75	687	.73	1.35	- 45.9	18.4	.48	1.9	.....	6 mos.	12-86	55.6	53.3	3.7	3.4	.39	.37	110.2	103.6	6.7	6.0	.71	.64
Pizza Inn A	12.75	.50	4.1	13.00	12.13	13.00	7.25	1,179	3.56	3.59	- .8	70.8	.08	.6	.....	9 mos.	09-86	48.5	50.0	(.9)	.1	(.31)	.02	165.8	148.3	1.7	.5	.53	.16
Po-Folks M	4.00	.00	.0	4.25	4.00	11.00	3.63	313	.71	.66	7.6	NE	.00	.0	.....	3 mos.	12-86	38.3	38.5	(1.8)	(.8)	(.40)	(.19)	38.3	38.5	(1.8)	(.8)	(.40)	(.19)
Primo Inc O	.13	- .06	- 33.3	0.19	0.13	2.19	.13	112	.32	1.27	- 74.8	NE	.00	.0	.....	fiscal	09-86	.2	2.4	(4.0)	(.2)	(1.13)	(.05)	4.6	5.4	(3.9)	.1	(1.10)	.03
RAX Restaurants M	6.00	.38	6.7	6.50	5.50	9.75	4.63	1,802	2.58	1.20	115.0	NE	.00	.0	.....	6 mos.	01-87	28.1	29.3	(4.0)	(.3)	(.58)	(.04)	59.2	61.4	(3.7)	NC	(.53)	NC
Rest Assoc B A	10.75	.00	.0	10.75	10.38	12.00	8.13	125	.40	.41	- 2.4	11.9	.30	2.8	.....	fiscal	12-86	56.9	35.1	1.4	1.5	.26	.38	201.4	140.0	4.7	3.0	.90	.75
Rest Mgmt M	10.50	.25	2.4	11.00	10.25	13.41	7.25	1,125	2.69	2.13	26.3	22.3	.07	.7	.....	3 mos.	01-87	12.6	11.4	.7	.6	.17	.14	12.6	11.4	.7	.6	.17	.14
Restec O	2.75	.00	.0	3.50	2.75	3.00	2.75	.16	.09	.22	- 59.1	NE	.00	.0	.....	6 mos.	12-86	1.9	1.6	(.1)	(.2)	(.05)	(.07)	3.8	3.2	(.1)	(.2)	(.06)	(.09)
Ritzys G D M	1.13	.00	.0	1.13	1.00	2.75	.94	125	.20	.53	- 62.3	NE	.00	.0	.....	fiscal	12-86	2.3	1.3	(.8)	(1.4)	(.13)	(.27)	9.5	12.0	(1.8)	(5.5)	(.29)	(1.06)
Rudy's Restaurant M	4.50	.25	5.9	4.50	4.25	7.63	3.50	156	.44	.85	- 48.2	NE	.00	.0	.....	3 mos.	12-86	4.4	4.0	.0	(.2)	.01	(.08)	4.4	4.0	.0	(.2)	.01	(.08)
Rusty Pelican M	7.75	1.00	14.8	8.25	7.50	13.25	5.00	1,839	6.51	1.76	269.9	NE	.00	.0	.....	6 mos.	01-87	12.6	12.9	.1	.1	.03	.05	25.6	27.2	.1	.4	.05	.15
Ryans Family M	38.00	- .50	- 1.3	40.25	37.25	40.25	14.84	15,132	8.74	4.90	78.4	59.4	.00	.0	.....	fiscal	12-86	28.0	18.2	3.0	1.7	.17	.12	103.3	54.1	10.8	5.4	.64	.35
Sandwich Chef M	5.63	.13	2.3	5.63	5.50	9.88	5.50	118	.95	1.08	- 12.0	NE	.00	.0	.....	6 mos.	12-86	7.4	7.1	(1.4)	.1	(1.09)	.07	14.9	14.4	(1.3)	.3	(1.04)	.23
Sbarro Inc A	20.50	.50	2.5	20.50	19.75	20.63	11.00	850	.97	.80	21.3	35.3	.00	.0	.....	fiscal	12-86	20.8	12.4	2.0	1.5	.23	.21	58.5	34.6	4.9	3.4	.58	.49
Sea Galley M	2.13	- .13	- 5.6	2.25	2.13	5.00	1.88	261	.90	1.72	- 47.7	NE	.00	.0	.....	fiscal	12-86	16.6	16.9	(1.9)	(4.2)	(.67)	(1.34)	58.8	61.4	(3.5)	(1.8)	(1.21)	(.59)
Shoney's Inc M	33.25	2.38	7.7	33.63	31.25	33.25	24.00	6,269	1.73	1.48	16.9	27.9	.16	.5	.....	3 mos.	01-87	194.3	171.7	11.4	9.9	.31	.27	194.3	171.7	11.4	9.9	.31	.27
Shoney's South M	14.50	.00	.0	14.75	14.25	18.63	12.63	1,279	1.78	1.31	35.9	16.5	.00	.0	.....	fiscal	12-86	44.8	39.9	.0	.7	(.03)	.13	198.1	177.5	5.7	5.4	.88	.94
SIS Cp M	6.75	.25	3.8	6.75	6.00	8.00	4.25	71	.46	1.21	- 62.0	NM	.00	.0	.....	fiscal	12-86	3.8	3.6	(.1)	NC	(.03)	NC	15.4	13.5	.0	NC	.01	NC
Sizzler Rest M	22.50	.75	3.4	23.25	21.50	23.25	13.75	4,093	2.40	1.99	20.6	29.6	.00	.0	.....	9 mos.	01-87	56.7	43.9	2.5	2.2	.14	.15	173.3	134.3	9.2	8.3	.54	.54
Skippers M	7.75	- .13	- 1.6	8.00	7.63	11.00	7.38	179	.66	1.13	- 41.6	NE	.08	1.0	.....	fiscal	12-86	24.0	23.6	(1.6)	(.8)	(.60)	(.30)	78.8	72.3	(1.5)	.9	(.55)	.32
So Hospitality M	2.88	.00	.0	2.88	2.75	5.63	2.38	670	1.34	1.18	13.6	NM	.00	.0	.....	6 mos.	11-86	10.5	13.2	(.2)	.4	(.03)	.07	22.5	25.4	.2	1.1	.04	.22
Stuff Yer Face O	.22	.00	.0	0.25	0.22	.31	.13	66	.04	.17	- 76.5	NE	.00	.0	.....	6 mos.	09-86	.7	.9	.0	(.2)	.00	(.01)	1.3	1.7	.0	(.3)	.00	(.02)
Swensens Inc O	.81	.00	.0	0.94	0.81	1.50	.63	55	.12	.26	- 53.8	NE	.00	.0	.....	9 mos.	09-86	2.5	2.7	.0	.1	.01	.02	7.4	8.0	(.2)	(.2)	(.05)	(.02)
Sybra Inc M	12.50	.50	4.2	12.50	12.00	13.00	10.00	9	.04	.31	- 87.1	10.4	.00	.0	.....	6 mos.	12-86	18.6	14.8	1.2	.9	.41	.33	34.5	29.2	1.9	1.6	.69	.58
Taco Villa M	2.75	.00	.0	2.75	2.75	4.63	2.75	12	.01	.04	- 75.0	NE	.00	.0	.....	9 mos.	09-86	21.9	22.4	(.8)	(.3)	(.10)	(.04)	65.2	56.5	(.9)	NC	(.11)	NC
Taco Viva M	1.88	.13	7.1	1.88	1.75	3.50	1.75	228	.69	.51	35.3	NE	.00	.0	.....	6 mos.	11-86	4.5	4.7	(.5)	(1.2)	(.14)	(.34)	11.1	11.0	(.5)	(1.2)	(.15)	(.35)
TGI Friday's N	9.13	- .13	- 1.4	9.38	9.00	10.00	6.50	1,027	.90	1.05	- 14.3	NM	.00	.0	.....	fiscal	12-86	90.3	78.3	(2.1)	.8	(.11)	.04	359.8	314.4	1.4	9.5	.08	.52
TCBY Enterprises M	27.50	2.25	8.9	29.00	24.75	39.53	14.91	14,979	8.69	4.69	85.3	55.0	.00	.0	NEW	3 mos.	02-87	7.8	4.6	1.4	.8	.08	.05	7.8	4.6	1.4	.8	.08	.05
TW Services N	16.88	- .50	- 2.9	17.38	16.75	17.63	14.13	23,231	4.79	4.89	- 2.0	62.5	.03	.2	NEW	fiscal	12-86	515.9	465.6	(17.1)	25.2	(.35)	.13	1918.1	1457.3	15.7	71.3	.27	.87
Twistee Treat M	2.31	- .06	- 2.6	2.38	2.25	5.06	1.94	4,007	2.23	2.49	- 10.4	NE	.00	.0	.....	9 mos.	10-86	.7	.4	(.5)	(.4)	(.03)	(.07)	2.0	1.5	(2.0)	(1.0)	(.11)	(.07)
USACafes A	8.75	.00	.0	8.75	8.38	9.13	5.50	773	1.19	1.06	12.3	10.2	.34	3.9	.....	fiscal	09-86	3.2	4.7	3.1	.8	.47	.14	18.1	18.7	5.6	2.5	.86	.40
Vicorp Restaurants M	12.50	- 1.00	- 7.4	13.25	12.25	23.00	10.25	3,041	3.57	3.52	1.4	NE	.00	.0	.....	fiscal	10-86	81.9	96.5	(7.8)	(2.5)	(1.03)	(.30)	417.4	379.9	(24.2)	3.4	(3.37)	.37
Wendys Intl N	11.50	- .25	- 2.1	13.25	11.38	17.81	9.25	78,935	8.23	2.95	179.0	NE	.24	2.1	.....	fiscal	12-86	271.4	295.4	11.7	18.6	.02	.20	1139.9	1125.6	4.9	76.2	(.05)	.82
Wstn Steer M	16.25	2.25	16.1	16.50	14.00	16.25	11.00	1,452	7.80	1.72	353.5	14.9	.20	1.2	.....	9 mos.	11-86	16.0	12.6	.5	.5	.27	.31	41.8	35.8	1.3	1.2	.75	.74
Winners Cp N	3.38	- .13	- 3.6	3.75	3.38	6.63	3.13	498	1.24	.95	30.5	NE	.00	.0	.....	fiscal	12-86	28.5	28.7	(.6)	(1.7)	(.14)	(.43)	116.2	112.2	(2.2)	(3.6)	(.54)	(.90)

NOTES AND EXPLANATIONS: Market: N—New York Stock Exchange. A—American Stock Exchange. O—NASDAQ Over-The-Counter. M—NASDAQ National Market. **Reporting Period:** 3 mos.—First quarter of fiscal year. 6 mos.—First six months of fiscal year. 9 mos.—First nine months of fiscal year. fis-cal—Fiscal year. NEW—New report since last issue. **General Field Footnotes:** NA—Not available or not applicable. NC—Data required for calculation currently incomplete in our files. NE—Negative earnings invalidate calculations. NM—No meaningful figure. a—stock dividend. b—cash plus stock dividend. **The Charts:** The *NRN* Stock Index calculates the per cent change in the market value of food-service operators since Oct. 28, 1983. The *NRN* Stock Index vs. Dow Jones Index calculates the relative performance of the two indexes from their levels of 52 weeks ago.



Source: Media General Financial Services



Oct. 28, 1983 = 100

Stock Market / Financial Update

Company and Market	3-27-87 Close	Weekly Price Change Amt.	Weekly Price Change Pct.	Weekly Price Range High	Weekly Price Range Low	52-Week Price Range High	52-Week Price Range Low	Weekly Volume Shares Traded Total	Weekly Volume Shares Traded % Out	12-Week Avg. Vol. As % Out	Volume Trend Change	P/E Ratio	Indicated Divd. Rate Amt.	Indicated Divd. Rate Yld.	Latest Report New Report	Latest Report Period	Latest Report Date Ended	Latest Quarter Revenue Latest	Latest Quarter Revenue Yr. Ago	Latest Quarter Net Income Latest	Latest Quarter Net Income Yr. Ago	Latest Quarter E.P.S. Latest	Latest Quarter E.P.S. Yr. Ago	Year-to-Date Revenue Latest	Year-to-Date Revenue Yr. Ago	Year-to-Date Net Income Latest	Year-to-Date Net Income Yr. Ago	Year-to-Date E.P.S. Latest	Year-to-Date E.P.S. Yr. Ago
-	$	$	%	$	$	$	$	(100)	%	%	%	-	$	%	-	-	-	$Mil	$Mil	$Mil	$Mil	$	$	$Mil	$Mil	$Mil	$Mil	$	$
Hotels, Motels, and Casinos																													
Brock Hotel N	10.00	.13	1.3	10.25	9.88	93.75	6.25	946	1.45	1.72	- 15.7	9.7	.00	.0	NEW	fiscal	12-86	41.8	44.1	(7.6)	(35.1)	.90	(26.50)	178.7	228.6	(6.8)	(74.0)	1.03	(68.50)
Club Med N	28.00	.25	.9	28.50	27.50	32.25	21.25	590	.43	.64	- 32.8	21.5	.20	.7	NEW	3 mos.	01-87	97.1	85.4	5.6	5.2	.41	.38	97.1	85.4	5.6	5.2	.41	.38
Golden Nugget N	11.50	- .25	- 2.1	12.00	11.50	16.00	9.13	5,087	1.48	3.10	- 52.3	NM	.00	.0	.....	fiscal	12-86	93.0	90.6	(7.0)	(6.7)	(.21)	(.19)	381.7	385.0	3.4	22.6	.10	.65
Hilton Hotels N	85.50	- 5.50	- 6.0	91.63	84.75	91.75	62.75	4,065	1.64	1.69	- 3.0	21.8	1.80	2.1	NEW	fiscal	12-86	137.3	184.3	26.1	28.8	1.05	1.16	680.7	712.4	97.8	100.2	3.92	4.03
Holiday Cp N	79.75	- .25	- .3	81.50	79.00	82.50	54.25	16,160	6.90	6.31	9.4	19.2	.00	.0	.....	fiscal	12-86	391.8	415.2	10.1	24.6	.46	.99	1647.8	1802.5	103.4	141.3	4.15	5.06
La Quinta Inns N	13.00	- .75	- 5.5	13.88	13.00	19.75	11.25	1,807	1.31	1.88	- 30.3	NM	.00	.0	.....	6 mos.	11-86	42.0	43.0	(2.0)	1.2	(.15)	.09	96.1	93.0	.5	5.2	.03	.36
Prime Mtr Inns N	44.50	- .75	- 1.7	46.25	44.50	46.50	24.50	5,772	1.98	1.63	21.5	39.4	.08	.2	.....	6 mos.	12-86	10.4	79.6	(.3)	8.3	(.01)	.31	100.5	154.1	11.5	16.1	.39	.61
Ramada Inc N	7.88	- .63	- 7.4	8.50	7.75	11.00	6.00	10,264	2.58	3.53	- 26.9	29.2	.00	.0	.....	fiscal	12-86	176.6	138.7	1.7	2.3	.05	.06	687.0	583.2	10.3	13.8	.27	.37
Resorts Intl A A	60.38	2.25	3.9	62.25	57.25	77.00	42.75	2,936	5.17	5.86	- 11.8	NE	.00	.0	.....	fiscal	12-86	104.5	138.1	(22.1)	(1.7)	(3.44)	(.45)	449.1	463.9	(30.6)	6.1	(4.76)	.75
Servico Inc M	20.00	1.00	5.3	20.25	19.50	25.63	16.75	153	.40	.63	- 36.5	NM	.00	.0	.....	*	12-86	NC	NC	NC	NC	NC	NC	100.1	NC	3.5	NC	.92	NC
Sonesta Intl M	21.50	1.50	7.5	21.50	21.00	21.50	10.75	6	.02	.11	- 81.8	3.9	.20	.9	.....	fiscal	12-86	12.1	16.1	.8	(2.6)	.26	(.86)	64.9	68.8	16.7	(3.3)	5.47	(1.11)
Utd Inns N	33.38	.13	.4	33.50	33.00	51.75	32.38	479	1.81	1.00	81.0	NE	.00	.0	.....	3 mos.	12-86	40.7	40.4	(2.2)	2.6	(.85)	.97	40.7	40.4	(2.2)	2.6	(.85)	.97
Other Companies with Food-Service Operations																													
Allegheny Bev M	6.50	- .13	- 1.9	6.88	6.00	24.38	4.75	4,339	5.29	5.11	3.5	NE	.00	.0	.....	9 mos.	12-86	231.7	298.3	(40.3)	2.0	(4.91)	(.92)	819.5	828.1	(50.9)	76.0	(6.20)	10.31
Benihana Natl M	4.25	- .38	- 8.1	4.50	4.25	10.88	3.38	592	1.73	1.97	- 12.2	NE	.00	.0	.....	9 mos.	12-86	13.7	14.6	(1.5)	(.8)	(.46)	(.26)	59.7	58.3	(4.9)	.4	(1.44)	.13
Disney Walt Co N	64.00	3.38	5.6	65.38	60.88	65.38	35.25	24,103	1.84	2.32	- 20.7	28.8	.32	.5	.....	3 mos.	12-86	755.5	504.2	89.8	34.7	.66	.26	755.5	504.2	89.8	34.7	.66	.26
Flanigan Ents A	6.00	- .13	- 2.0	6.25	5.88	6.75	3.50	29	.31	.75	- 58.7	14.0	.00	.0	.....	fiscal	09-86	6.9	10.6	2.5	(2.3)	2.16	(2.40)	36.2	55.3	.4	(1.9)	.43	(2.00)
Gen Mills N	52.38	- .38	- .7	54.38	52.00	54.38	34.38	8,835	1.00	1.29	- 22.5	20.5	1.28	2.4	.....	9 mos.	02-87	1311.3	1153.9	56.9	46.4	.64	.52	3839.0	3425.3	185.9	141.3	2.09	1.59
Grace W R N	64.88	2.63	4.2	65.50	62.38	65.50	45.25	16,408	3.95	3.56	11.0	22.1	2.80	4.3	.....	9 mos.	09-86	1321.2	1758.1	4.4	25.3	.10	.41	3982.2	5246.9	87.7	102.2	2.08	1.96
Hershey Foods N	27.63	.13	.5	28.50	27.63	29.88	19.16	9,418	1.05	.93	12.9	19.5	.54	2.0	.....	fiscal	12-86	615.0	540.9	37.7	35.4	.41	.38	2169.6	1996.2	132.8	112.1	1.42	1.19
Horn & Hardart A	13.50	.75	5.9	14.25	12.88	19.25	7.88	10,499	7.29	3.55	105.4	NE	.00	.0	NEW	fiscal	12-86	126.0	98.5	18.8	.4	1.27	.02	405.0	356.2	(24.3)	(7.2)	(1.83)	(.64)
LDBrinkman Cp M	6.50	- .13	- 1.9	6.88	6.50	9.63	4.88	1,146	1.91	2.98	- 35.9	22.4	.00	.0	.....	6 mos.	01-87	59.2	63.1	(.7)	1.5	(.13)	.21	138.5	126.7	2.8	2.5	.43	.35
Ogden Corp N	64.25	- 5.38	- 7.7	69.75	63.25	71.50	28.38	4,381	2.28	3.69	- 38.2	10.4	2.00	3.1	.....	fiscal	12-86	183.8	260.3	438.8	(43.5)	4.53	(2.28)	799.8	1026.4	470.5	(21.6)	6.15	(1.16)
Orange Julius M	2.88	.00	.0	3.00	2.75	8.50	2.75	72	.41	1.06	- 61.3	NE	.00	.0	.....	6 mos.	06-86	37.4	37.7	(.5)	(.4)	(.24)	(.21)	74.7	75.4	(.9)	(.7)	(.47)	(.42)
PepsiCo Inc N	33.13	- 1.88	- 5.4	35.38	32.63	37.00	24.50	66,688	2.56	1.95	31.3	18.9	.64	1.9	.....	fiscal	12-86	2786.9	2420.5	116.6	89.3	.44	.34	9290.8	8056.7	457.8	543.7	1.75	1.94
Pillsbury Co N	43.50	- .38	- .9	46.13	43.00	46.13	32.44	14,482	1.68	1.66	1.2	18.3	1.00	2.3	NEW	9 mos.	02-87	1526.9	1401.0	48.5	53.8	.56	.62	4598.1	4156.7	150.3	151.5	1.73	1.74
RJR Nabisco N	57.50	.00	.0	59.75	55.38	65.63	37.00	44,925	1.79	1.77	1.1	15.0	1.60	2.8	.....	fiscal	12-86	1986.0	2467.0	314.0	334.0	1.21	1.17	15978.0	13533.0	1064.0	1001.0	3.83	3.60
Southland Corp N	50.25	- 2.25	- 4.3	52.38	49.75	60.50	44.00	8,795	1.82	3.81	- 52.2	12.7	1.12	2.2	.....	fiscal	12-86	2120.4	2898.4	23.5	43.5	.43	.86	8619.7	12377.4	200.4	212.5	3.96	4.41
Vie de France M	5.00	- .13	- 2.4	5.13	4.88	7.13	4.75	446	.42	.93	- 54.8	20.8	.23	4.6	.....	6 mos.	12-86	15.0	14.7	4	.9	.03	.07	29.7	29.0	1.2	1.9	.11	.17
Manufacturers and Distributors																													
Alco Standard N	50.50	- .63	- 1.2	51.50	50.13	51.88	37.00	1,408	.70	.88	- 20.5	18.6	1.28	2.5	.....	3 mos.	12-86	863.5	1021.2	14.8	14.8	.71	.66	863.5	1021.2	14.8	14.8	.71	.66
Anchor Hockng N	31.13	- .13	- .4	31.25	31.13	35.00	24.63	3,284	3.11	5.54	- 43.9	49.4	1.48	4.8	.....	fiscal	12-86	203.3	187.8	1.8	(7.6)	.17	(.73)	757.8	720.3	6.6	2.4	.63	.23
Angelica N	27.00	- 1.25	- 4.4	29.50	26.63	29.75	22.00	2,560	2.75	1.19	131.1	15.1	.64	2.4	NEW	fiscal	01-87	76.6	68.0	4.4	3.8	.47	.40	291.7	269.1	16.7	17.2	1.79	1.84
Anheuser Bu N	34.63	- 1.38	- 3.8	36.50	34.25	36.63	22.25	37,712	1.38	1.38	.0	20.5	.48	1.4	.....	fiscal	12-86	1927.4	1697.9	111.4	79.2	.37	.25	7677.2	7000.3	518.0	443.7	1.69	1.42
Borden Inc N	58.25	2.38	4.3	59.88	56.63	59.88	37.19	10,184	1.38	1.51	- 8.6	19.4	1.12	1.9	.....	fiscal	12-86	1356.4	1246.6	68.8	55.7	.93	.73	5002.1	4716.2	223.3	193.8	3.00	2.50
Bridgford Fds M	7.50	1.25	20.0	7.50	7.50	8.00	4.75	97	.78	.18	333.3	15.0	.00	.0	.....	fiscal	10-86	14.2	12.8	.3	.1	.24	.10	54.1	50.6	.6	.2	.50	.18
Campbell Soup N	69.75	1.88	2.8	70.75	67.50	70.75	50.50	5,973	.92	.90	2.2	19.6	1.44	2.1	.....	6 mos.	01-87	1248.6	1180.6	70.4	69.7	1.09	1.08	2363.2	2258.2	129.1	121.5	1.99	1.88
Canandaigua B A	26.63	- .88	- 3.2	27.25	26.50	38.50	21.75	30	.16	.30	- 46.7	12.0	.00	.0	.....	3 mos.	11-86	38.0	32.8	1.8	1.8	.38	.37	38.0	32.8	1.8	1.8	.38	.37
Carling OKeef N	13.50	- .13	- .9	13.75	13.50	13.75	8.88	548	.25	.47	- 46.8	NA	.48	NA	.....	9 mos.	12-86	229.2	231.7	6.6	2.7	.28	.10	733.6	735.7	16.4	6.4	.68	.22
Castle & Cooke N	21.63	- 1.00	- 4.4	22.50	20.75	23.38	14.50	5,626	1.20	1.97	- 39.1	38.6	.00	.0	.....	fiscal	12-86	325.7	329.9	(31.9)	(3.3)	(.85)	(.21)	1737.9	803.5	43.9	2.0	.56	(.24)
Clorox Co N	64.63	2.38	3.8	65.13	62.13	65.13	45.00	2,861	1.07	1.55	- 31.0	17.1	1.52	2.4	.....	6 mos.	12-86	214.6	207.1	16.0	13.6	.60	.51	488.4	492.2	45.0	40.0	1.69	1.51
Coca Cola Co N	45.88	- 1.50	- 3.2	48.75	45.25	49.00	32.81	41,580	1.07	1.32	- 18.9	22.1	1.12	2.4	.....	9 mos.	09-86	2748.1	2172.7	233.1	195.6	.60	.49	7113.4	5967.0	619.8	532.9	1.60	1.35
Coors, Adolph M	27.63	- .63	- 2.2	28.63	27.63	31.63	23.13	9,705	2.67	2.27	17.6	16.7	.50	1.8	.....	fiscal	12-86	275.9	278.9	4.0	7.8	.11	.22	1314.9	1281.1	59.4	53.4	1.65	1.52
ConAgra N	32.38	- .25	- .8	33.13	32.25	34.00	23.50	11,975	1.80	1.63	10.4	18.3	.58	1.8	NEW	9 mos.	02-87	1701.9	1302.1	26.2	21.2	.36	.30	5167.9	4322.0	91.8	74.6	1.32	1.08
Corning Glass N	61.63	- 2.25	- 3.5	64.75	61.50	81.50	46.63	9,947	2.23	2.73	- 18.3	16.7	1.40	2.3	.....	fiscal	12-86	436.8	398.1	26.9	28.5	.60	.66	1856.3	1690.5	162.2	107.6	3.70	2.53
CPC Intl Inc N	50.00	- .38	- .7	53.50	49.50	53.50	28.25	29,594	3.04	1.78	70.8	21.7	1.24	2.5	.....	fiscal	12-86	1201.9	1071.5	73.5	51.9	.80	.53	4548.8	4209.9	219.2	142.0	2.30	1.46
Dean Foods N	31.75	- 1.75	- 5.2	33.50	31.63	33.69	25.13	1,519	.57	.62	- 8.1	20.8	.46	1.4	.....	*	11-86	NC	NC	NC	NC	NC	NC	693.0	NC	18.2	NC	.68	NC
Doskocil Cos O	1.06	.00	.0	1.13	1.00	2.31	.88	2,855	.48	.71	- 32.4	NM	.00	.0	.....	fiscal	12-86	62.7	35.5	(2.1)	.4	(.04)	.01	223.9	114.9	.6	2.8	.01	.05
Ecolab Inc N	27.38	- 3.50	- 11.3	29.25	27.00	31.50	20.75	10,445	3.84	1.55	147.7	16.6	.58	2.1	.....	3 mos.	09-86	199.0	187.1	9.8	8.8	.36	.33	199.0	187.1	9.8	8.8	.36	.33
Fleming Cos N	42.88	- 2.13	- 4.7	45.25	42.75	45.88	31.00	1,336	.61	1.08	- 43.5	23.8	1.00	2.3	.....	fiscal	12-86	1887.6	1813.1	2.8	17.1	.13	.79	7652.6	7095.0	39.3	60.1	1.80	2.87
Fort How Pap N	57.63	1.88	3.4	58.38	55.25	60.50	42.88	10,525	1.54	1.34	14.9	26.4	1.08	1.9	.....	fiscal	12-86	385.6	318.7	20.1	35.9	.30	.56	1549.3	1363.3	146.4	157.0	2.18	2.47
Heinz, HJ N	48.25	.25	.5	49.50	47.38	50.50	36.75	13,794	1.03	.99	4.0	20.3	1.12	2.3	.....	9 mos.	01-87	1084.9	1013.3	74.7	63.2	.55	.46	3326.5	3146.9	244.4	219.7	1.78	1.60
Hormel, George A	40.38	2.00	5.2	41.88	38.38	41.88	28.25	358	.19	.21	- 9.5	22.4	.60	1.5	.....	3 mos.	01-87	440.5	480.8	4.5	8.9	.23	.46	440.5	480.8	4.5	8.9	.23	.46
Intl Multifood N	29.88	1.13	3.9	30.38	28.25	31.75	22.50	3,304	2.33	2.15	8.4	18.7	1.18	3.9	.....	9 mos.	11-86	297.2	364.5	6.7	9.7	.46	.79	1033.4	1002.1	14.6	18.0	1.03	1.46
James River N	41.38	.75	1.8	43.75	40.38	43.75	22.00	12,600	1.54	2.32	- 33.6	20.8	.40	1.0	.....	9 mos.	01-87	1057.5	608.6	41.6	15.7	.49	.25	3287.6	1913.0	124.0	68.0	1.50	1.28
Kellogg N	62.50	2.13	3.5	65.50	59.75	65.50	37.00	12,119	.98	.81	21.0	24.2	1.08	1.7	.....	fiscal	12-86	809.3	718.0	70.4	54.2	.57	.44	3340.7	2930.1	318.9	281.1	2.58	2.28
Kraft Inc N	62.25	1.50	2.5	64.13	60.25	65.88	47.13	19,732	1.46	1.34	9.0	21.2	1.72	2.8	.....	fiscal	12-86	2414.4	2658.7	119.0	129.1	.87	.89	8742.2	9942.3	413.2	466.1	2.93	3.22
Litton Ind N	84.00	- .63	- .7	85.88	84.00	92.25	71.75	3,732	1.44	1.90	- 24.2	46.2	.00	.0	.....	6 mos.	01-87	974.5	1166.1	34.1	47.0	1.28	1.68	2038.6	2269.0	68.4	90.7	2.54	3.24
Manitowoc M	20.00	- .13	- .6	20.25	19.25	22.50	16.00	3,577	3.29	1.72	91.3	NE	.80	4.0	.....	6 mos.	12-86	46.8	51.3	(2.8)	.5	(.26)	.05	110.7	86.0	1.9	4.0	.17	.37
McCormick M	46.00	.75	1.7	46.38	44.88	49.00	38.63	1,447	1.20	2.04	- 41.2	18.7	1.00	2.2	.....	fiscal	11-86	293.8	267.2	21.2	16.9	1.45	1.38	975.7	873.0	29.7	27.8	2.46	2.27
Oneida Ltd N	15.38	- .25	- 1.6	15.75	15.25	18.63	9.88	387	.57	1.10	- 48.2	NE	.40	2.6	.....	fiscal	01-87	62.2	60.4	(8.4)	1.5	(1.21)	.22	267.1	252.1	(7.3)	1.9	(1.06)	.27
Philip Morris N	87.13	1.75	2.0	90.00	84.00	91.25	54.75	49,643	2.07	2.08	- .5	14.1	3.00	3.4	.....	fiscal	12-86	1825.0	1480.6	371.0	101.9	1.57	1.19	20681.0	12149.0	1478.0	1074.0	6.20	5.24
Proct & Gambl N	94.00	.00	.0	95.50	93.25	95.50	65.88	19,329	1.15	1.13	1.8	21.2	2.70	2.9	.....	6 mos.	12-86	4255.0	3865.0	190.0	165.0	1.11	.99	8611.0	7470.0	463.0	415.0	2.72	2.48
Quaker Oats N	46.88	- 1.00	- 2.1	48.63	46.75	50.88	32.06	9,040	1.16	1.32	- 12.1	15.6	.80	1.7	.....	6 mos.	12-86	1083.6	916.8	87.9	36.1	1.12	.45	2043.9	1762.4	121.3	63.8	1.55	.79
Ralston Purina N	82.00	1.38	1.7	83.88	80.63	83.88	55.75	8,764	1.15	1.27	- 9.4	15.9	1.24	1.5	.....	3 mos.	12-86	1510.0	1331.0	298.9	174.3	3.97	2.23	1510.0	1331.0	298.9	174.3	3.97	2.23
Reynolds Metal N	64.13	- .75	- 1.2	65.25	62.50	66.50	38.50	8,105	3.77	5.05	- 25.3	7.8	1.00	1.6	.....	fiscal	12-86	863.9	806.9	140.5	(4.3)	6.27	(.36)	3638.9	3415.6	191.8	(297.5)	8.18	(13.92)
Rykoff-Sexton N	26.25	- .50	- 1.9	26.88	26.13	32.38	24.13	1,039	1.50	2.54	- 40.9	28.8	.60	2.3	.....	9 mos.	01-87	258.7	290.2	1.5	2.0	.21	.28	804.3	760.1	5.4	7.7	.77	1.10
Rymer Co N	23.75	.25	1.1	24.13	23.63	24.13	15.38	122	.39	.94	- 58.5	NM	.00	.0	.....	3 mos.	01-87	82.8	57.1	.3	.5	(.06)	.01	82.8	57.1	.3	.5	(.06)	.01
Sara Lee N	48.13	3.13	6.9	49.13	45.13	49.13	28.38	14,444	1.35	1.16	16.4	21.8	1.00	2.1	.....	6 mos.	12-86	2320.0	2052.8	75.0	61.3	.69	.56	4400.0	3997.4	128.0	108.2	1.17	.98
Scott Paper N	78.25	- 1.63	- 2.0	82.50	78.25	82.50	52.75	5,492	1.51	1.78	- 15.2	15.8	1.36	1.7	.....	fiscal	12-86	986.4	826.6	52.9	49.6	1.40	1.31	3437.0	3049.5	186.5	201.1	4.96	4.52
Shelby Wms M	18.13	- .25	- 1.4	18.38	17.75	28.00	14.38	3,142	3.02	2.53	19.4	20.1	.24	1.3	.....	fiscal	12-86	36.3	33.8	3.3	3.1	.32	.31	130.5	118.0	9.3	8.4	.90	.82
Smucker, J.M. N	48.75	1.88	4.0	49.13	46.50	49.25	37.25	914	1.24	.51	143.1	21.3	.60	1.2	.....	9 mos.	01-87	67.6	62.0	4.2	3.6	.56	.49	215.1	197.6	13.0	12.0	1.76	1.62
Staley Cont N	27.50	- .88	- 3.1	28.38	27.25	34.63	23.25	3,962	1.37	2.67	- 48.7	27.8	.80	2.9	.....	3 mos.	12-86	822.7	714.3	9.8	5.6	.30	.19	822.7	714.3	9.8	5.6	.30	.19
Sysco Corp N	36.25	1.00	2.8	37.50	34.63	39.00	24.50	2,907	.65	.76	- 14.5	26.5	.28	.8	.....	6 mos.	12-86	902.4	802.8	15.4	15.4	.35	.36	1780.4	1537.5	31.6	29.6	.72	.69
Tyson Food Inc M	32.00	- .75	- 2.3	33.50	32.00	37.75	20.13	3,828	.90	1.48	- 39.2	25.0	.06	.2	.....	3 mos.	12-86	427.7	294.2	15.5	10.8	.36	.26	427.7	294.2	15.5	10.8	.36	.26
Welbilt Cp M	31.50	.00	.0	32.25	31.50	32.25	18.50	144	.27	1.77	- 84.7	15.5	.00	.0	.....	fiscal	12-86	54.7	37.5	3.2	2.5	.59	.54	201.1	151.4	10.5	8.1	2.03	1.76
Wilson Foods M	12.25	.00	.0	12.38	12.13	12.38	7.25	8,825	12.25	7.97	53.7	11.6	.00	.0	.....	6 mos.	01-87	329.4	368.0	2.9	(3.3)	.40	(.55)	691.3	738.2	3.4	(27.3)	.47	(4.55)

Data and Table Provided by Media General Financial Services, Inc., Richmond, Virginia 23219